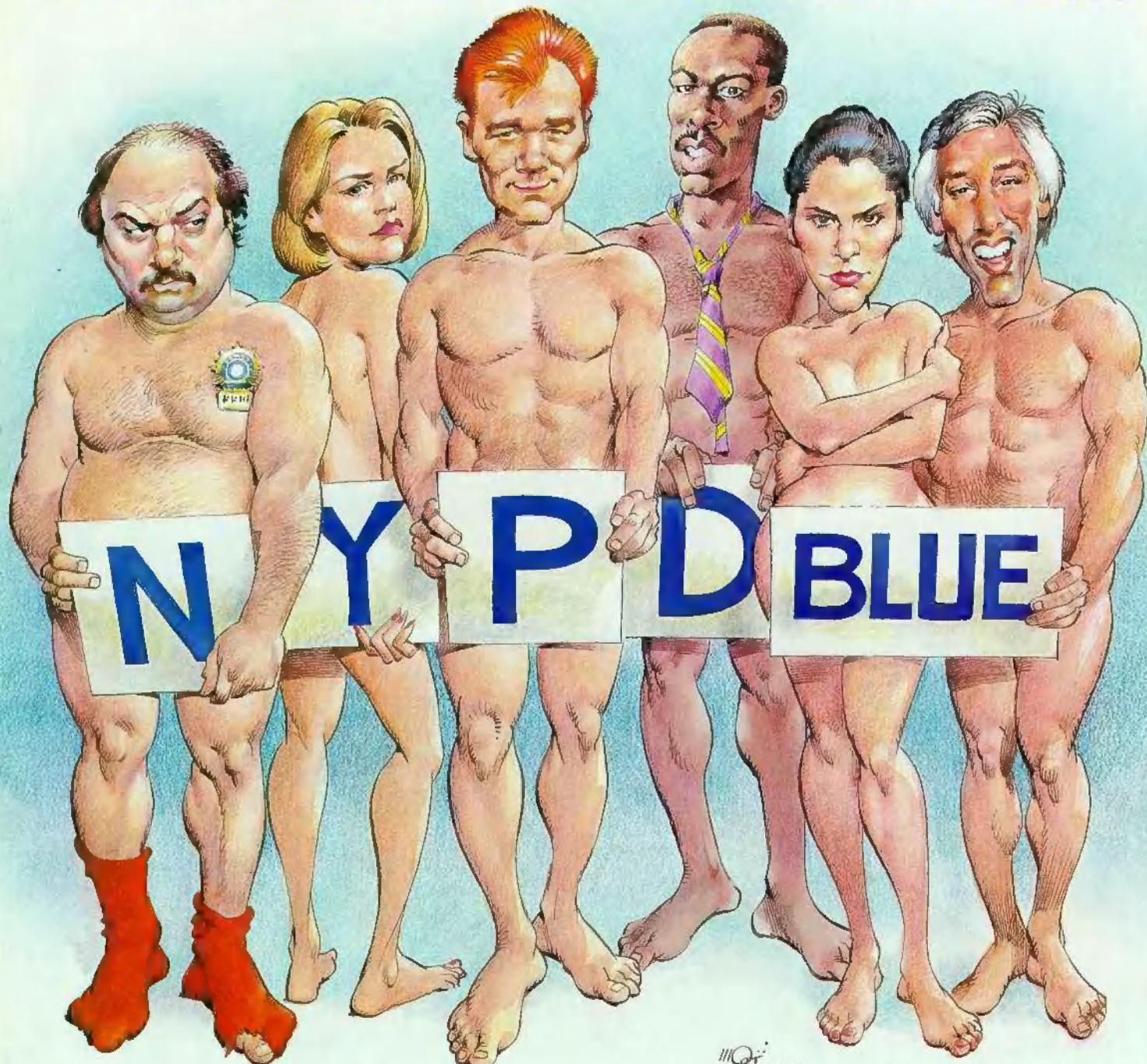


July/August  
1994  
Number  
329

# MAD<sup>®</sup>

Our  
Price  
\$1.95  
Cheap!

**IN THIS ISSUE WE EXPOSE...**



Art  
DRUCKER

**ALSO EVERYTHING YOU EVER NEED TO  
KNOW ABOUT CANING AND CONDOMS!**

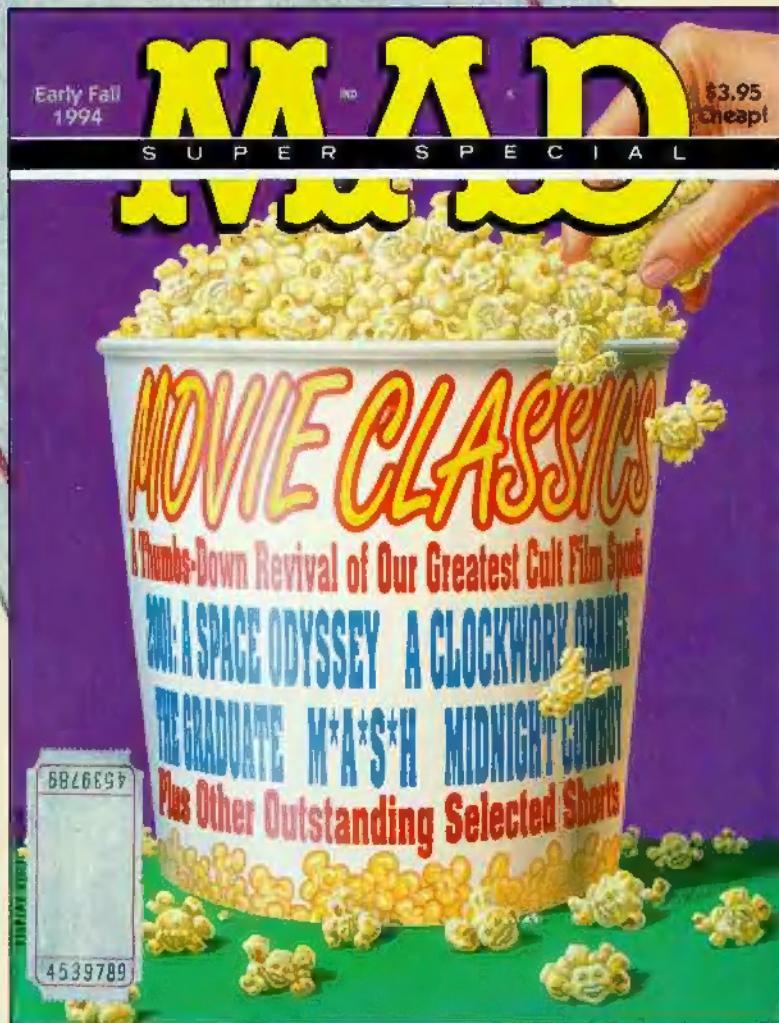
08



# NOW PLAYING

68 LEGENDARY  
ADMIT ONE\*

Rated  
Ecch!



At A  
Newsstand  
Near You!

4539189

\*ONE READER  
WITH INCREDIBLY  
LOW STANDARDS, THAT IS!

LETTERS AND TOMATOES DEPARTMENT: Random Samplings of Reader Mail...2

ALL JAFFEE DEPARTMENT: Everything You Ever Need to Know About Caning...4

THE BOD SQUAD DEPARTMENT: "NYPD Boobs" (A MAD TV Satire)...7

INVESTIGATIVE RETORTS DEPARTMENT: The 5 "W" Questions We'd Like To Ask of Local TV News...14

SERGE-IN GENERAL DEPARTMENT: A MAD Look At Smoking...16

TAKE MY WIFE, POLICE! DEPARTMENT: Dick Tracy, Bachelor...19

COUNTERFEITS OF LAUGHTER DEPARTMENT: No Joke Jokes...22

WINNERS AND LUCIFERS DEPARTMENT: Satan's Secret Facts...Revealed!...24

**SPLOSH!**

SPELL IT  
BACKWARDS

JULY/AUGUST  
1994

# MAD

NUMBER  
329

"Nowadays, an after-dinner mint is what you need to pay the restaurant check!"  
—Alfred E. Neuman



TALES FROM THE DUCK SIDE DEPARTMENT: The Inane Invisible Intercourse...26

BERG'S-EYE VIEW DEPARTMENT: The Lighter Side of...27

SHOUTRAGE DEPARTMENT: The Screaming Man...31

JOKE AND DAGGER DEPARTMENT: Spy Vs. Spy...34

THE TROJAN COURSE DEPARTMENT: Condom Etiquette...35

TALES FROM THE DUCK SIDE DEPARTMENT: The Idiotic Invisible Interplay...38

SHRINK RAPPED DEPARTMENT: "Flakier" (Another MAD TV Satire)...39

E.C. DOES IT DEPARTMENT: Modern Day Tales From The Crypt...45

TALES FROM THE DUCK SIDE DEPARTMENT: The Infamous Invisible Incident...48

**PULL my FINGER!**

MARGINAL THINKING DEPARTMENT: "Drawn Out Dramas" by Sergio Aragones...Various Places Around The Magazine

BEHIND THE ABBREVIATE BALL DEPARTMENT: "What Government Initials Really Stand For" by Michael Goodwin  
...Various Places Around The Magazine



FRONT COVER ARTIST: MORT DRUCKER BACK COVER ARTIST: RICHARD WILLIAMS

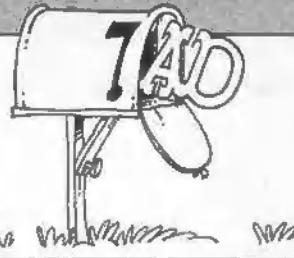
**SECRET  
PROJECT**

# MAD

**William M. Gaines**  
founder  
**Nick Meglin**  
**John Ficarra**  
editors  
**Leonard Brenner**  
art director  
**Tom Nozkowski**  
production  
**Charlie Kadau**  
**Joe Raiola**  
associate editors  
**Dick DeBartolo**  
creative consultant  
**Annie Gaines**  
general manager  
**Andrew J. Schwartzberg**  
assistant editor  
**Amy L. Vozecolas**  
editorial assistant  
**Maria Weisenborn**  
production assistant  
**Lillian Alfonso**  
**Freddie Maloney**  
**Greta Wood-Webster**  
subscriptions  
**Dorothy Crouch**  
resident sult  
**Contributing Artists**  
**And Writers**  
*the usual gang of idiots*

**MAD** (ISSN 0024-9319) is published monthly except bi-monthly for January/February, March/April, July/August and October/November by EC Publications, Inc., 485 Madison Avenue, New York, NY 10022. Jenelle Kahn, President & Editor-in-Chief; Paul Levitz, Executive VP & Publisher; Joe Orlando, VP and Associate Publisher. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$15.50 or 24 issues \$32.50 or 40 issues \$65.00. Outside U.S.A. (including Canada): 8 issues \$19.50 or 24 issues \$58.50 or 40 issues \$82.50. (Canadian price has GST tax included.) Entire contents copyright © 1994 by EC Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADISON AVENUE, NEW YORK, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satire purpose to a living person is a coincidence.

Printed in U.S.A.



WE'RE #911!

**RESCUE**  
**911**

March 3, 1994

Mad Magazine  
EC Publications  
485 Madison Av.  
New York, NY 10022

To the Editors:

Having "Rescue 911" attacked by Mad Magazine means as much to me as The People's Choice Award we won. Please accept the enclosed \$3,000.00 People's Choice statuette along with my deepest thanks.

Sincerely,

*Jim Millo*

Jim Millo  
Producer/Director

10-4, Jimbo! We tried calling you up to thank you, but every time we dialed 911 and asked for you, some really angry person kept telling us to hang up! We're starting to think maybe you're NOT the Producer of Rescue 911! —Ed.

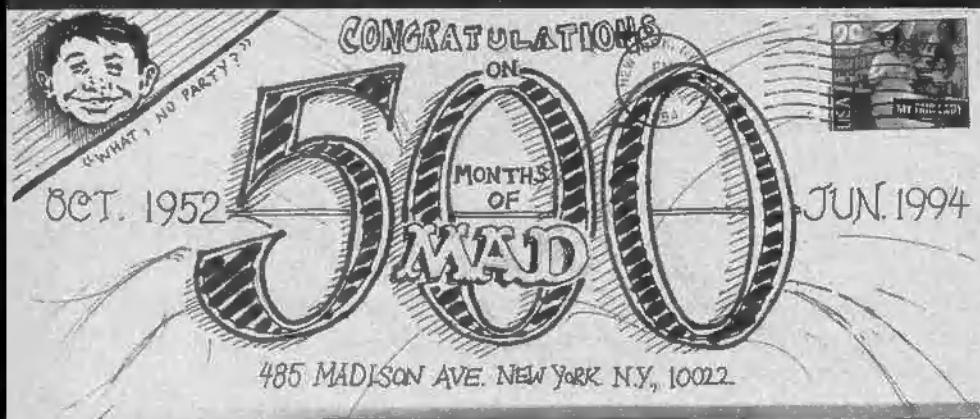
## THE CHAT SQUAD

I was one of the lucky (unlucky?) ones to get through and speak with you guys yesterday on "MAD Chat." It was great to talk to the horse's mouth. It confirmed my suspicions you guys ARE the usual gang of idiots!

Dave Hegner  
Newton, NJ

Horse's mouth?? You're wrong! At no time during our "MAD Chat" session was Nancy Kerrigan on the line! —Ed.

## ENVELOPE OF THE MONTH



This issue's milestone-marking envelope trundled into our offices from Ona Rene Gabriel of New York, NY! 500 months, eh? You'd think that by now we'd have gotten it right!

## LETTERS &

### MAD MUMBLINGS

Your "Right Now" article in MAD #326 forgot to mention that RIGHT NOW: the Usual Gang of Idiots are creating another ridiculous issue of MAD! — Ed Lee, Honolulu, HI...I have a huge crush on Mort Drucker! — Alison Cook, New Orleans, LA...We taped the #327 cover picture of Rush Limbaugh to our refrigerator to help us lose weight. He and his ideas could make anyone lose their appetite! — Scott Goldner, Los Angeles, CA...I am a carrot. — Ian Jurcsco, Burlin, CA.

### FOOL'S GOAL

I was reading issue #326's "The MAD Guide To Doing Well/Not Doing Well on TV Talk Shows." In one panel it says "Some people are saying Guy Carbonneau isn't the best defensive forward in the NHL." That's crazy! Doug Gilmour is the best defensive forward in the NHL! Where do you get your information? Doug has sacrificed his four front teeth to stop the puck! Guy has all of his teeth! Sergei Fedorov also ranks above Guy as best defensive forward! I just hope you don't say that Ron Tugnutt is the best goalie! Every hockey fan knows that Patrick Roy is the top goalie!

Mike DeLeurere  
Hobart, IN

Mike — It sounds to us like you've been inhaling too close to the Zamboni machine again! We ran your letter past our resident hockey expert Amy "High Stick" Vozecolas for review. She couldn't disagree with you more! Bob Probert has much more style and finesse than Sergei Fedorov, and Guy Carbonneau is nothing but a drooling goon! Ditto Doug Gilmour and that bozo Mark Messier! We defer to Amy's judgment regarding hockey, because, like Wayne Gretzky, Amy too has scored over 800 times! And we're not even talking about assists! —Ed.

### INSIGNIFICANT DATA

<b>MAD</b> <b>#330</b> <b>ON</b> <b>SALE</b> <b>AUGUST 91</b>	<b>SUPER</b> <b>SPECIAL</b> <b>#99</b> <b>ON SALE</b> <b>JULY 19!</b>
---	---

MAD Chat continues! On Wednesday, July 20th, from 3-5 p.m. Eastern Time, call (212) 752-6872 and speak LIVE with incredible artist Angelo Torres, currently celebrating 25 years at MAD! In honor of Angelo's anniversary, we're asking all participants to please call from a silver phone!

# TOMATOES DEPARTMENT

## BIG MAD ON CAMPUS



As a member of Sigma Pi Fraternity in Long Beach, we exchange traditional wooden paddles (minus the actual paddling). My little brother Casey, the one on the far left, created this horrible paddle which I later used for firewood! I don't have the heart to tell him...what should I do?

Peter Palmiotto  
Sigma Pi Fraternity, SAGE  
Beta-Omicron Chapter

Long Beach, CA

Sigma Pi? We've never heard of that fraternity! At the University we attended, the big frats everyone wanted to pledge were Beta Carotene, Gamma Ray and Delta Airlines! Go Greeks Go!

—Ed.

## RUSH FOR (FRONT) COVER

I see you have a book cover picture of "Rush Limbaugh Private Parts" on the cover of MAD #327. I just thought you would like to know there is a for real and factual book called *Men's Private Parts* by James H. Gilbaugh, Jr., M.D.; Crown Publishers; ISBN 0-517-88064. The book is written in layman's language with some humor while being serious at the same time.

Albert Rouse  
Portland, OR

Albert — Congratulations! You're the first person to correctly figure out the real book we were parodying! Most people think it is a take-off of Howard Stern's *Private Partel*. For winning, we're sending you a \$3,000 People's Choice Award statuette, although it is damaged! —Ed.

FAX MAD AT (212) 752-6872

Please Address All Correspondence To: MAD, Dept. 329, 485 MADison Avenue N.Y., N.Y. 10022.  
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

# 1-800-4-MAD-MAG

1-800-462-3624

## SUBSCRIBING TO MAD IS JUST A PHONE CALL AWAY!

(Then again, so is bad Chinese Food!)

**NOW FOR THE FIRST TIME!  
VISA AND MASTERCARD ACCEPTED!  
(Fal Fal Fal American Express!)**

**MAD's 800 phone Line is for SUBSCRIPTION ORDERS ONLY!  
Calls accepted from anywhere in the U.S. or Canada  
Monday thru Friday, 9 A.M. - 5 P.M. Eastern Time  
(Foreign Orders must be sent by mail!)**

**HURRY! This is the LAST TIME this  
MAD Pin Collection Will be Offered!**



485 MADison Avenue

New York, New York 10022 #329

- Send me a 40-Issue Subscription for \$59.50. I'll save \$18.50 off newsstand price and get all three MAD Pins shown above absolutely free!
- Send me a 24-Issue Subscription for \$37.50. I'll save \$9.30 off newsstand price and get the official MAD Logo Pin absolutely free!

- Send me an 8-Issue Subscription for \$15.50. I'll save a paltry 10¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!
- Payment enclosed!
- Bill me! (If you insist!)

NAME \_\_\_\_\_

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*Outside U.S.A. (including Canada), \$19.50 for 8 issues or \$51.50 for 24 issues or \$82.50 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed.

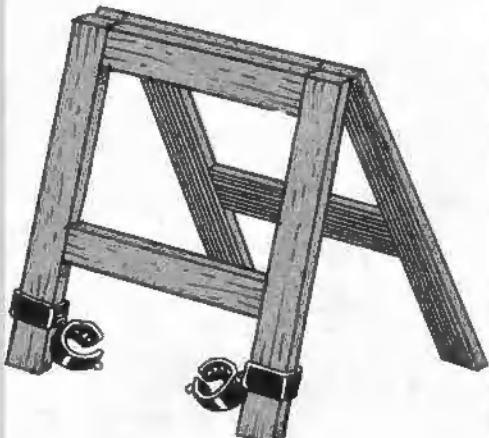
MAD Magazine cannot be responsible for cash lost or stolen in the mail so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

## ALL JAFFEE DEPT.

The recent caning of a U.S. citizen in Singapore made a lot of Americans mad. But it also made a lot of Americans envy the ridiculously low crime rate that Singapore

### THE RACK



ARTIST AND WRITER: AL JAFFEE

### EVERYTHING YOU EVER



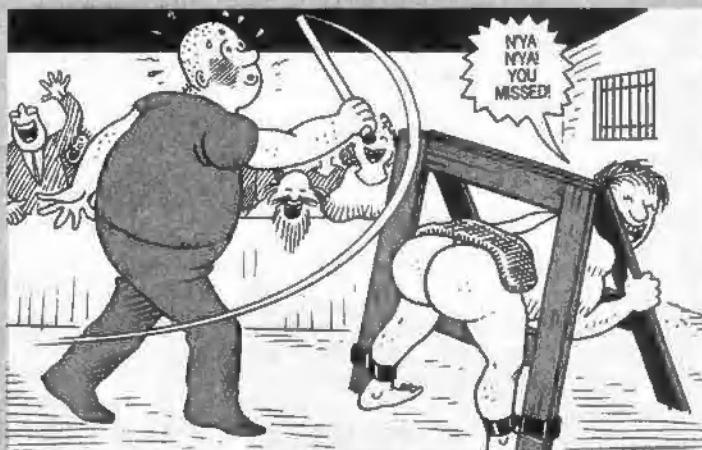
The cane's proportions must be precise to work properly. Even the slightest of variations can have dire results.

#### TOO THICK AND LONG



A cane that is too thick and long increases the danger of wrecking everything by exerting greater force.

#### TOO SHORT AND THIN



A cane that is too short and thin increases chance of missing completely and embarrassing the caner.

#### BAD CANING



Not all canings work out rewardingly.

Here are some hazards that result from poorly trained caners.



Inept caners don't know the difference between one thing and another and repeatedly hit victims in wrong area.



Totally spastic and myopic caners deliver the ultimate in caning low blows, embarrassing everyone.

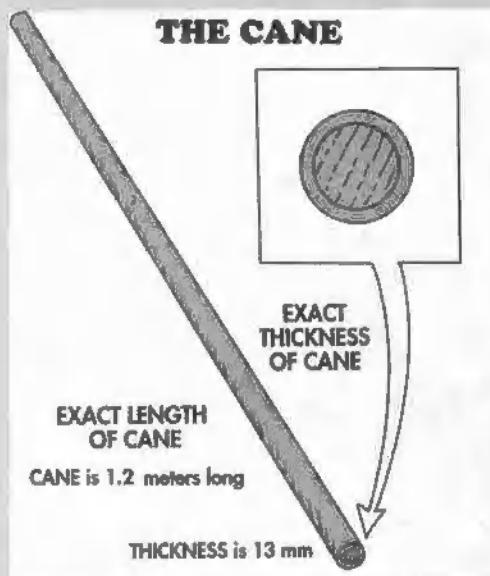
has because of its harsh punishments. So, just in case some nutty congressperson somehow manages to import this deranged idea into the United States, here is...

## NEED TO KNOW ABOUT

# CANING



### THE CANE



Design and construction must be precise to work effectively. Of particular importance is spacing of legs and weight of wood used.

#### PERFECT LEG SPACING



Perfect rack leg spacing makes victim comfortable and gives the correct angle for caning.

#### LEGS TOO FAR APART



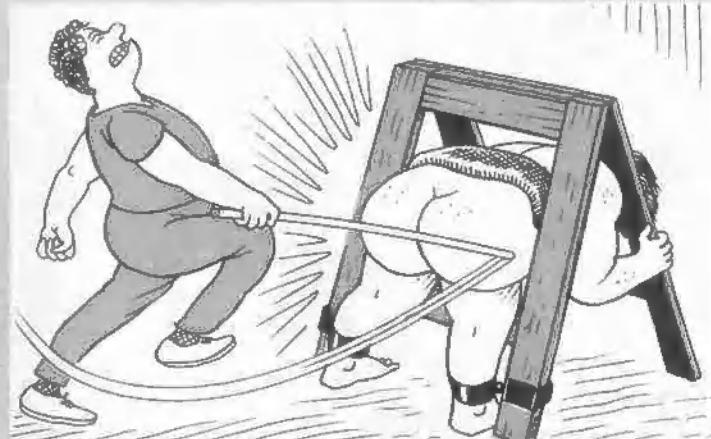
Rack legs too far apart denies the victim a handhold and fingernails are ruined as he tears at cement floor.

#### LEGS TOO CLOSE



Rack legs too close together contort victim so that his face comes into a position to receive many blows.

#### RACK WEIGHT AND STRENGTH



Rack must be heavy enough to support heavy victims and remain steady regardless of how much force is exerted by cane blows.



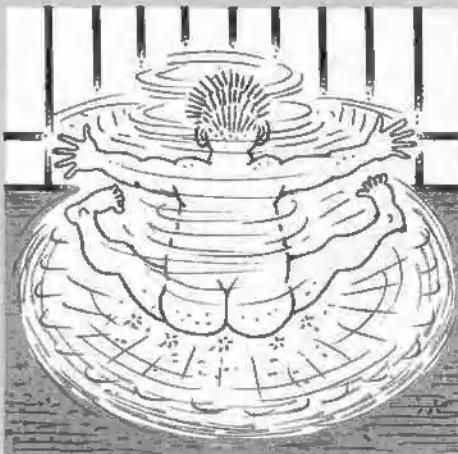
A light rack barely supports the victim who goes flying from even a tiny whack.

## PRE-CANING BUTT-HARDENING AND CALLOUS-BUILDING EXERCISES

While waiting for his caning date to arrive the wise prisoner will involve himself in some basic preparatory exercises.



Leaping in the air and landing on bare butt. *50 times daily.*



Bare butt spins on bare cement floor. *75 times daily.*



Bare butt backward run into steel cell door bars. *100 times daily.*

## ENDURING CANING PAIN

Mind and self control can effectively reduce feeling of pain.

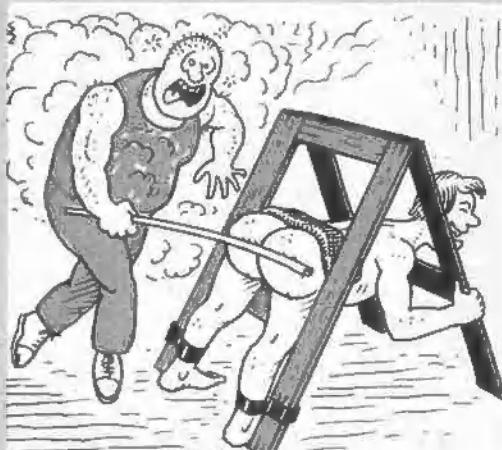


Pretend to be a masochist and actually experience sexual pleasure from caning.



Grit teeth and tighten cheeks. (Not the ones on your face, dummy!)

## CANING REVENGE



While not equal in discomfort, the prisoner can extract a small measure of revenge by passing wind just as the cane arrives.

## REHABILITATION AFTER CANING

Though the scars may last forever, the pain won't. The pain will start to subside after a year or two.

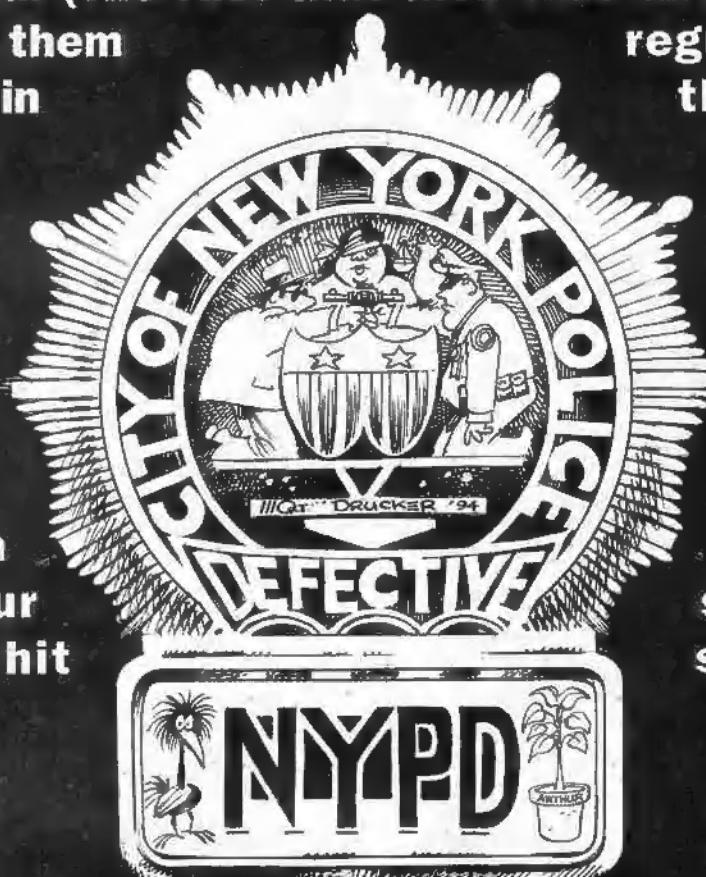
In the meantime, here are some tips to make life easier while recuperating.



THE BOD SQUAD DEPT.

The most controversial new TV show this past year is a gritty, tough-talking series about New York City cops! Many parents object to its use of "realistic" language and we know why! Even though *parents* use "realistic" language when their *kids* aren't around, they don't want their *kids* using it! It's the old parental double standard! (The fact that their *kids* already know these words and use them the point!) But in have some just because vulgar, foul-lives doesn't spring should in deference everywhere refrained from language in our controversial hit

regularly is besides this case, it may merit! After all, parents are mouthed low-mean their off-be too! So, it's to parents that we have using "realistic" satire of this series we call...



# BOOBS

ARTIST: MORT DRUCKER WRITER: STAN HART

# WARNING:

The following program may contain scenes with some violence. If you want scenes with *more* violence, stay tuned for your local news!

I want to make a deal! I'll tell you who the murderer is if I can be in your Witness Protection Program!

Frankly, I suggest that you confess to the murder yourself!

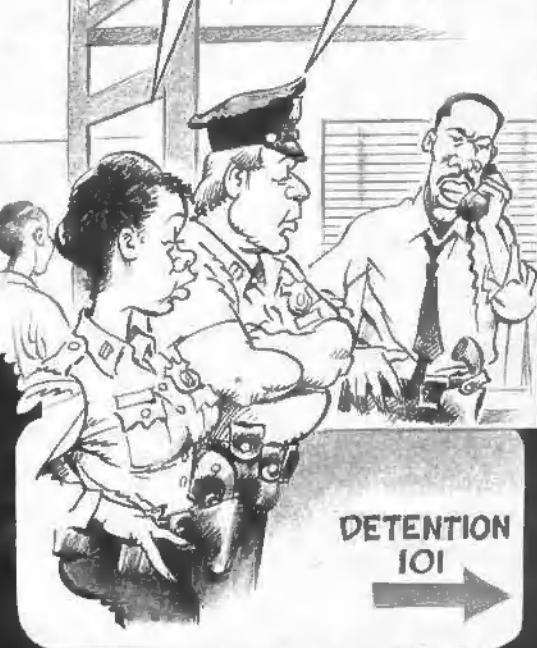
Why should I do that when I didn't do it?

No matter, fellas! If you went into the program, you'd have to hide out for the rest of your life! On the other hand, if you're guilty of murder in New York, you'd only have to go away for a few years, at most! Believe me, confessing to the murder rap is the better deal!

That's Lt. Squarely! He runs this precinct by the book!

It's rare to find a black police lieutenant in the N.Y.P.D.!

It's even rarer to find an honest police lieutenant in the N.Y.P.D.!



I haven't had sex with anyone that I really respected in 20 years! I don't know what to do!

Just do what comes naturally for you!

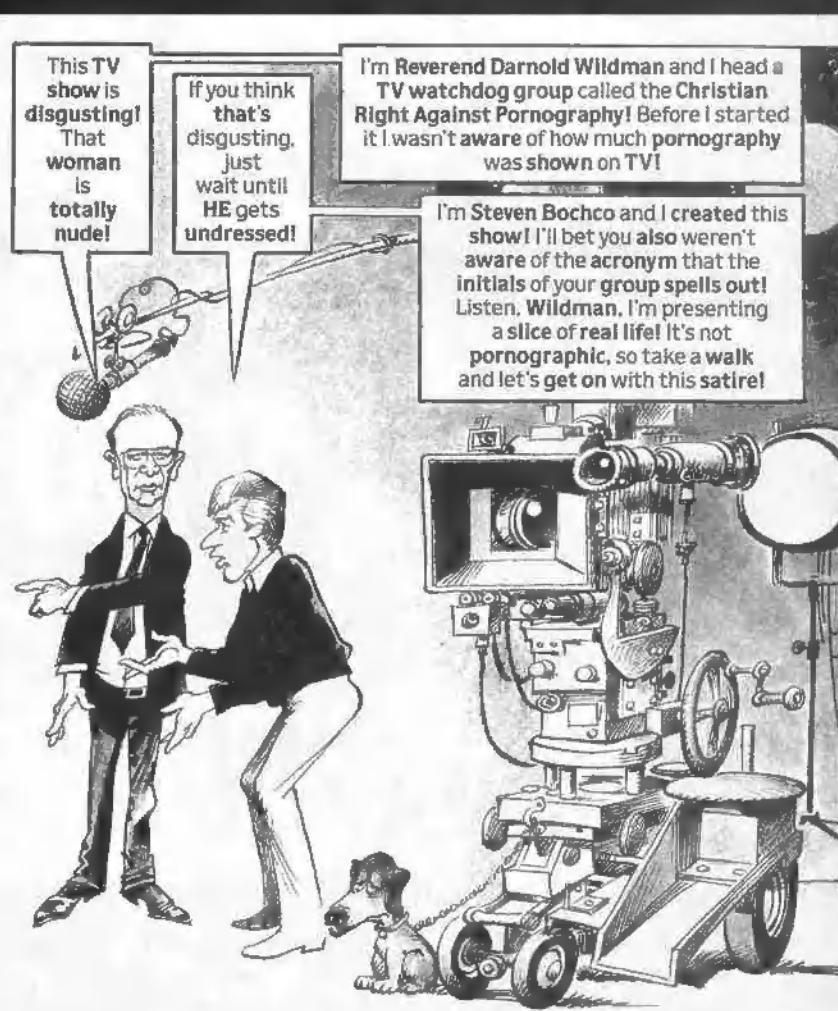
Okay! First I'll read you your rights and then I'll beat you up!

This TV show is disgusting! That woman is totally nude!

If you think that's disgusting, just wait until HE gets undressed!

I'm Reverend Darnold Wildman and I head a TV watchdog group called the Christian Right Against Pornography! Before I started it I wasn't aware of how much pornography was shown on TV!

I'm Steven Bochco and I created this show! I'll bet you also weren't aware of the acronym that the initials of your group spells out! Listen, Wildman, I'm presenting a slice of real life! It's not pornographic, so take a walk and let's get on with this satire!





In last week's *NYPD Boobs* episode, Killy learned that Officer Licklousy killed the crime syndicate leader who was blackmailing her while Detective Slimeowitz was having an affair with a homicidal maniac and Laurel filed for divorce from workaholic Killy...

Hey, hold it!  
That didn't  
happen  
last week!

He's right, air  
holes! That  
happened  
a month ago!

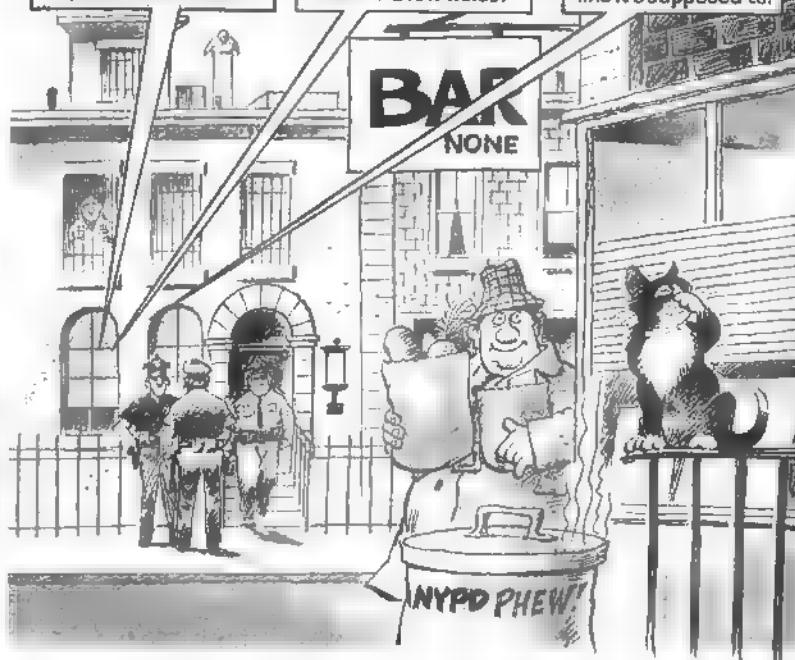
Don't go ballistic  
guys! This  
episode is  
just a rerun!



So what are the people  
who watched the show  
last week supposed to  
think when they see a  
completely unrelated  
episode this week?

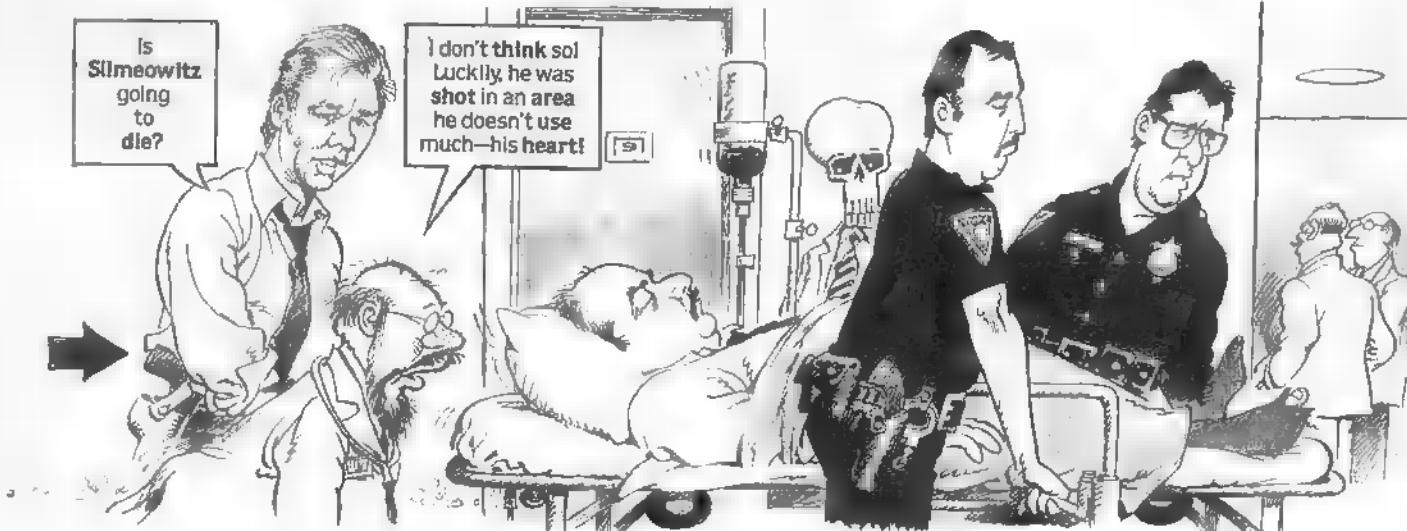
And what about next  
week's viewers when  
we have a new show  
and the recap is  
about last week's  
show? Blow holes!

Hey, it won't bother  
anyone! They know  
this is New York  
City and that  
here nothing works  
like it's supposed to!



Is  
Slimeowitz  
going  
to  
die?

I don't think so!  
Luckily, he was  
shot in an area  
he doesn't use  
much—his heart!



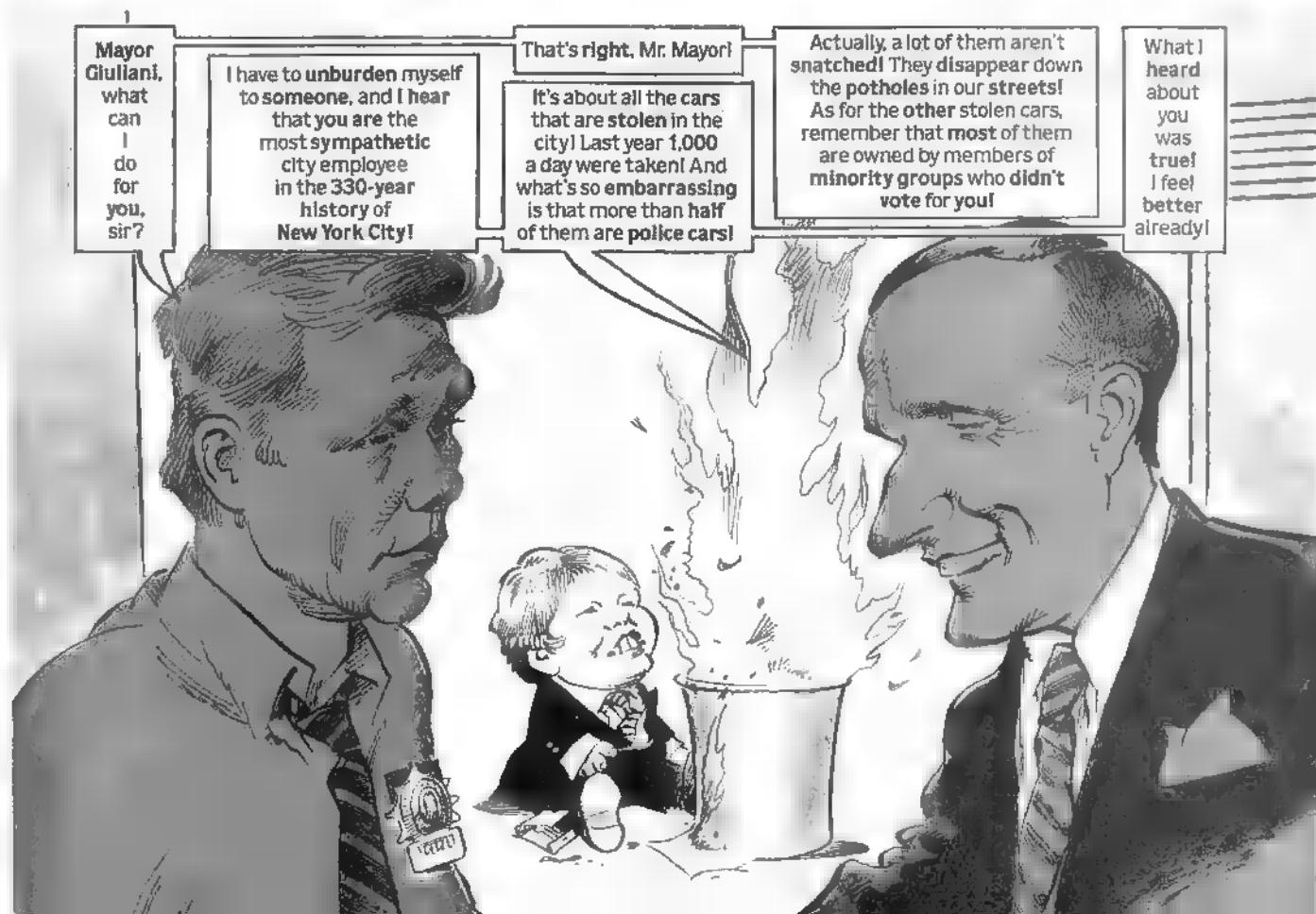
FONC: Proudulent Deeds Ignored Continuously

Slimeowitz, you've  
always been like  
a father to me!

That's  
quite a  
compliment!

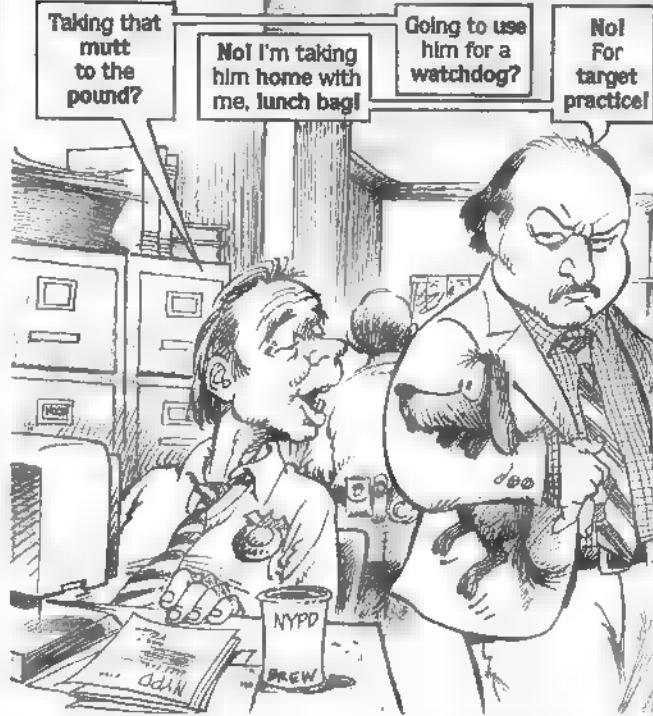
Not really!  
Killy was an  
abused child!





This has been some week for me! First I was cited for ethnic bigotry against some Puerto Rican and then I was put on two weeks suspension for police brutality against some black guy! Armholes!

But it wasn't all bad! Thursday you were voted the "Cop Of The Year" by the Skinheads of America!



I still want you and I know you still want me! What went wrong with our marriage?

All you ever did was work, work, work! You had no regard for me as a woman and you made a mockery of our sex life!

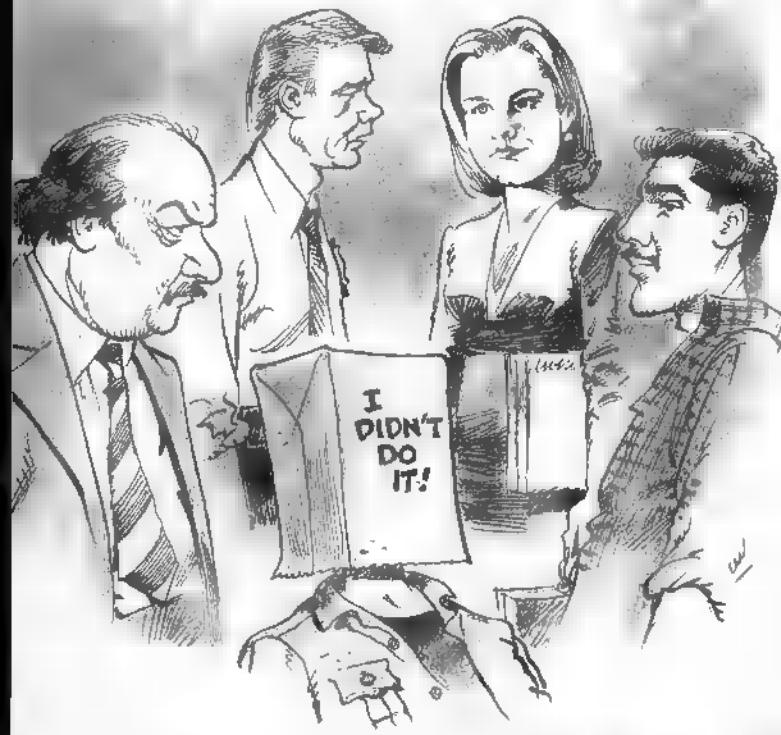
What are you talking about? In the six years that we were married I never once fooled around!

Not even with me! That's what I'm saying, jerk!

I love you, you love me, and we both love our loving, well adjusted children in our loving home! Isn't that nice?

Yeah! But as the only character on the show who has a normal personal life, I come off as a pretty dull guy!

The character you play may not be very dramatic, dear! But at least it's Politically Correct!



Can you help me, Officer Killy? I'm having all sorts of trouble with Congress about my health care program! What should I do?

You and the missus should do what Slimeowitz and I do with difficult suspects! Take them one by one into the Blue Room of the White House and beat the crap out of 'em till they change their minds!

Heck, I don't know if I've got the guts to do anything like that!

Then stay out of the room while your wife does it!

I hate myself because I'm a fake! First I faked the fact that I knew the Mafia boss, then I killed him and faked the report! When LaFarta wanted me to be an Informer, I faked being pals with my fellow officers! I'm just a worthless piece of trash!

That may be so! But you're also the most responsive woman I've ever slept with!

Don't get carried away, fellas! I'm also faking my orgasms!



Officer Killy, I need your wise counsel! Do you think I should allow our priests to marry?

I do, Pontiff! Only then will they learn the meaning of true suffering!



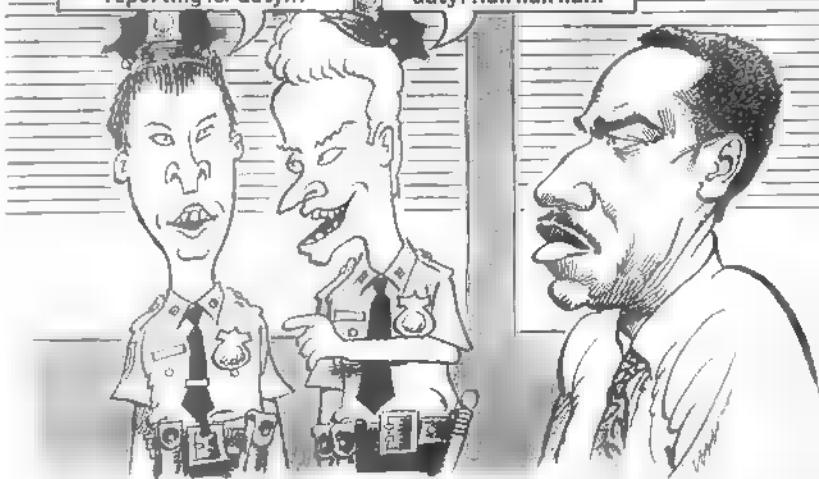
We got a couple of new cops assigned to the precinct! I hope they're tough enough to do the job!

They'll fit right in with the NYPD Boobs! I hear that these characters are real sadists with no moral scruples at all!



Officers Beavis and Butt-head reporting for duty...

Huh huh huh! You said duty! Huh huh huh!



# the '5W' QUESTIONS WE'D LIKE TO ASK OF LOCAL TV NEWS

ARTIST AND WRITER: JOHN CALDWELL

Oh, those pesky television reporters! Is there no level to which they won't sink to get their story and attract big ratings? They barge into any event or tragedy and begin grilling victims with the "5 W's": Who, What, Where, Why, When and the ever-elusive How!\* But don't despair, for we are about to turn the tables on these video low-lifes and ask some probing questions of our own, using the very "journalistic" methods that they inevitably employ when embarrassing and humiliating their many hapless victims!

\*Technically not one of the "5W's," but there is a "W" in it.



## WHO

...CAME UP WITH THE IDEA THAT A 30-MINUTE NEWSCAST REPLETE WITH ACCOUNTS OF HUMAN TRAGEDY MUST END WITH A FUN, LIGHTEARTED LOOK AT SURFING SQUIRRELS?



## WHEN

...WAS IT DECIDED THAT IT'S WITHIN THE BOUNDARIES OF "GOOD JOURNALISM ETHICS" TO FILL NEWSCASTS WITH SLEAZY GRATUITOUS SEX REPORTS JUST BECAUSE IT'S SWEEPS WEEK?



# WHAT

...MAKES TV REPORTERS THINK AN ALLEGED CRIMINAL WILL CONFESS TO THEM AS HE'S BEING LED INTO POLICE CUSTODY?



# WHERE

...DOES IT SAY THAT THE NIGHTLY ANCHORMAN ALWAYS HAS TO MAKE CLUMSY AND TIRED SEGUES FROM HARD NEWS SEGMENTS TO INTRODUCE THE WEATHER REPORT?



# WHY

...DO NEWS DIRECTORS TREAT THEIR AUDIENCE LIKE MORONS WITH UNNECESSARY "EXPLANATORY" GRAPHICS?



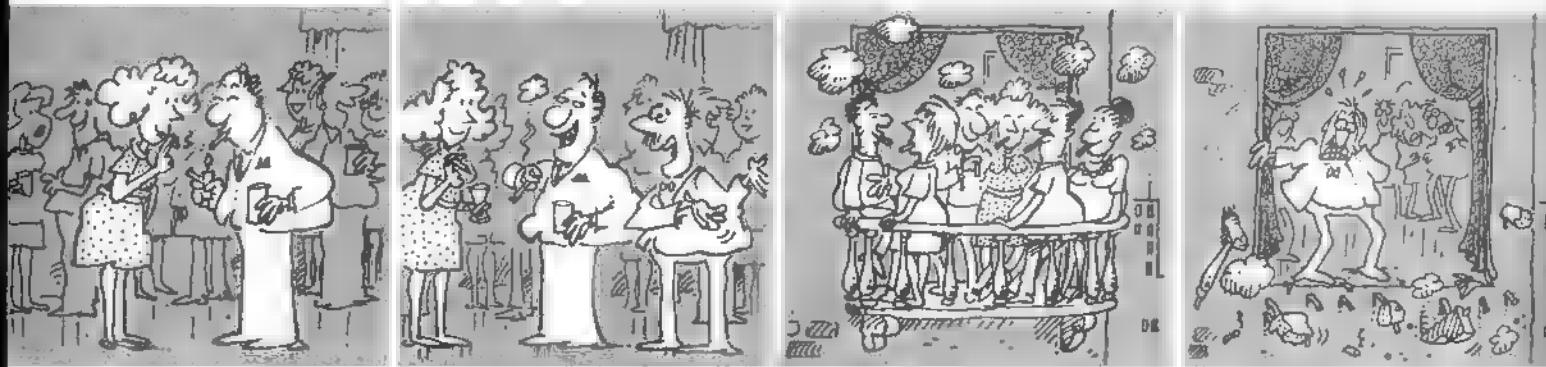
# HOW

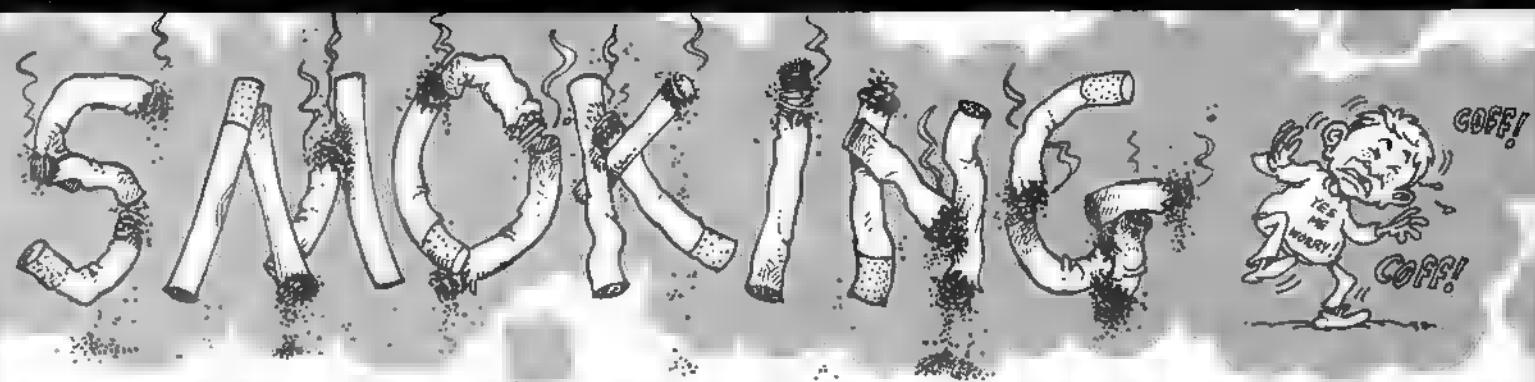
...DO TV REPORTERS ACTUALLY MANAGE TO SLEEP AT NIGHT AFTER THE INSENSITIVE, EMOTIONALLY CRASS QUESTIONS THEY ASK THE FAMILIES OF CRIME VICTIMS?

SERGE-IN GENERAL DEPT.

# A MAD LOOK AT

ARTIST AND WRITER: SERGIO ARAGONES







TAKE MY WIFE, POLICE! DEPT.

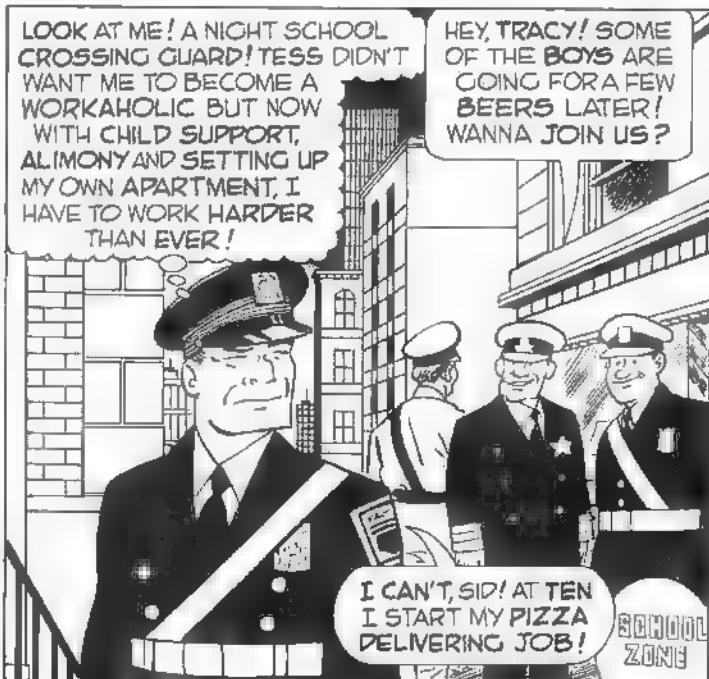
SEE WHO GOT DIVORCED A FEW MONTHS AGO? THAT SUPER DETECTIVE AND LOUSY HUSBAND, DICK TRACY. SO NOW, IN ADDITION TO TRACKING DOWN CRIMINALS, DICK IS GOING TO HAVE TO TRACK DOWN FEMALE COMPANIONSHIP. THAT MIGHT BE A LITTLE TOUCHER. LET'S SEE HOW HE'S DOING AS...



# DICK TRACY, BACHELOR

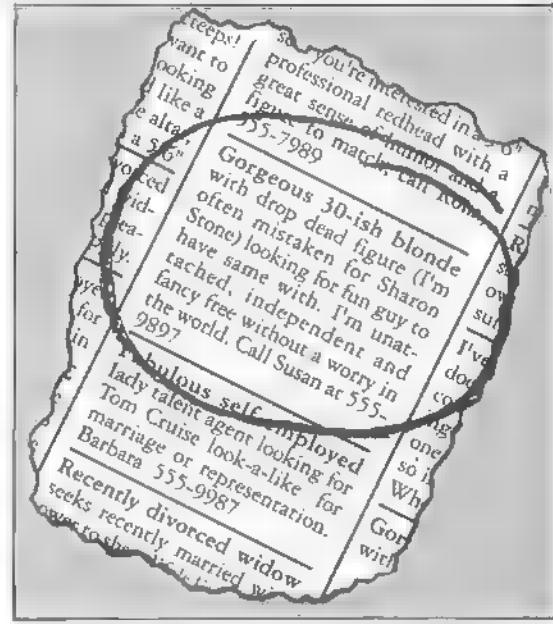
CHESTER  
DOODLE

ARTIST: ANGELO TORRES WRITER: STAN HART



DATE STOPPERS: TEXTBOOK





COUNTERFEITS OF LAUGHTER DEPT.



The town was so small,  
the Ferris wheel was  
painted green!

She was so fat, her  
sister worked for  
the phone company!



Fred Stoller is not only a stand-up comic, but a pioneer in the humor biz. In his comedy laboratory he has developed a special kind of witticism called the "No-Joke Joke." A "No-Joke Joke" is a joke that, upon first hearing it, you'll think that you have just heard a joke and, in fact, you'll

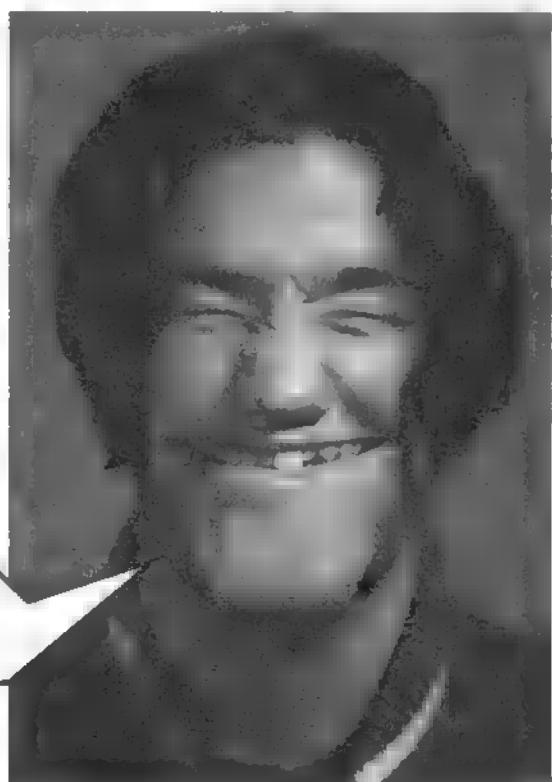


I come from a town  
so small, the hooker  
wore a helmet!

I went out with this girl  
that was so fat I didn't  
know whether to take her  
to a movie or a Met game!

# NO-JOKES

ARTIST: MARSHALL VANDRUFF WRITER: FRED STOLLER





My wife talks so much,  
when she coughs it  
costs me \$22!

Our town was so small,  
the police precinct  
had a screen door!



probably laugh. However, on closer examination, analysis and scrutiny you'll realize that it actually wasn't a joke at all. Indeed, it merely sounded like a joke. With this in mind, we advise reading this article aloud to a loved one so you can get the maximum amount of pleasure obtainable from...

# JOKES



My school was so  
rough, the yearbook was  
shaped like a canoe!

She's so fat that when she  
leaves a nude beach, she  
has to show a receipt!



**WINNERS AND LUCIFERS DEPT.**

Interesting guy that Satan, bopping around Hades all day looking for souls to do business with. He'll promise you anything! Worldly riches, fame, money, not to mention pleasures.

# Satan's Secret



**CLIENT:** Ted Kennedy

**TERMS OF AGREEMENT:** Signer shall be born into highly prominent political family and achieve the distinguished rank of Senior U.S. Senator. In return, his life will be plagued by sordid scandal and drunken debauchery, followed by his never-ending attempts to redeem himself in the public eye, all of which make him look even more like an incoherent, sex-crazed buffoon. In addition, signee must live with the stigma that of the three legendary brothers in his family, he was the only one never to "shack-up" with Marilyn Monroe.

**CLIENT:** Howard Stern

**TERMS OF AGREEMENT:** Undersigned, despite his blatantly sexist views and physical appearance bordering on the utterly hideous, will possess the eerie power to coerce foxy women into exposing their breasts to him at his command. In return, he must marry at an early age, condemning himself to a tortuously frustrating life of imagining "what might have been," as topless babes jiggle their goodies mere centimeters away from his gigantic, misshapen nose, while he is helpless to taste the forbidden fruit.

**CLIENT:** Tom Arnold

**TERMS OF AGREEMENT:** Undersigned shall find himself on top of the TV sitcom world without ever saying, doing, writing or participating in anything remotely funny. In return, he shall be required to marry an unattractive, excessively large, obnoxious, irritating, some would say grotesque, repugnant and vile, whiny-voiced bitch/comedienne with barnyard manners and a propensity for pulling deviant and truly pathetic media stunts.

the flesh beyond compare (*homina homina*)! But watch it ("It's a trap, Batman!") One pays a heavy price making a deal with the devil, and if you don't believe us, see for yourself in...

# Parts Revealed!

ARTIST: DREW FRIEDMAN WRITER: MARK HUDIS



#### CLIENT: Rush Limbaugh

**TERMS OF AGREEMENT:** Undersigned shall host the most listened to talk show on radio, achieving cult status and becoming a living god to millions of Conservative-thinking Americans of all ages. In return, his antiquated and offensive views on feminist issues will completely alienate and turn off all women liberal enough to even consider going out with an obnoxious, overgrown bag of fat and mucus such as himself.

#### CLIENT: Clint Eastwood

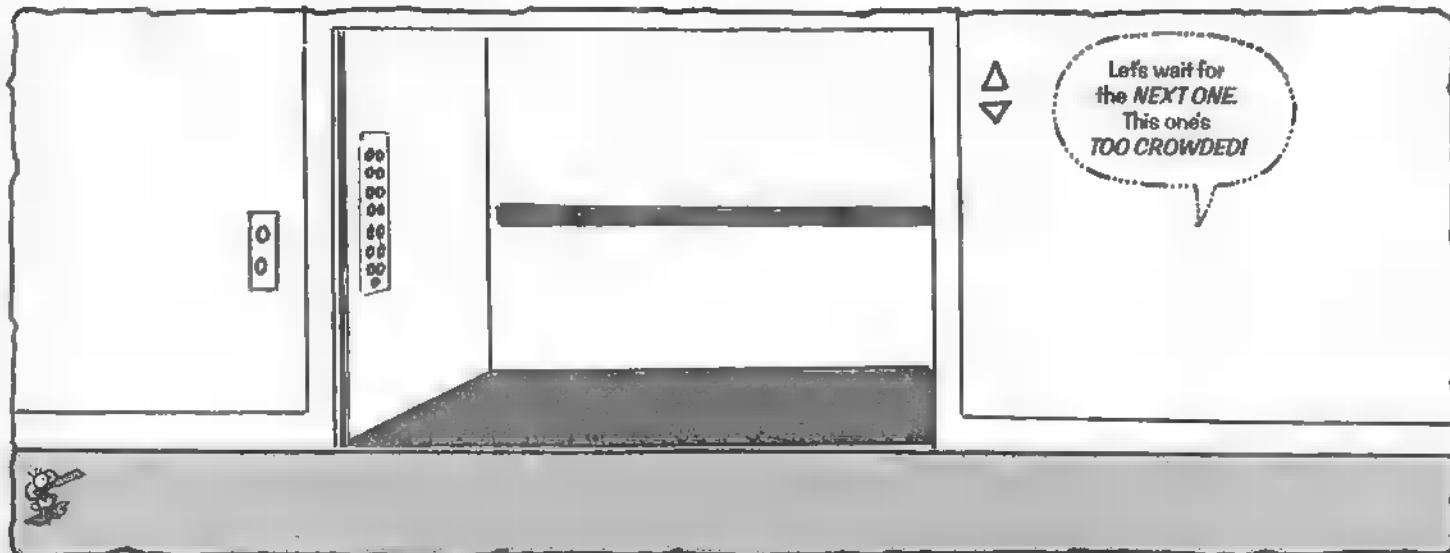
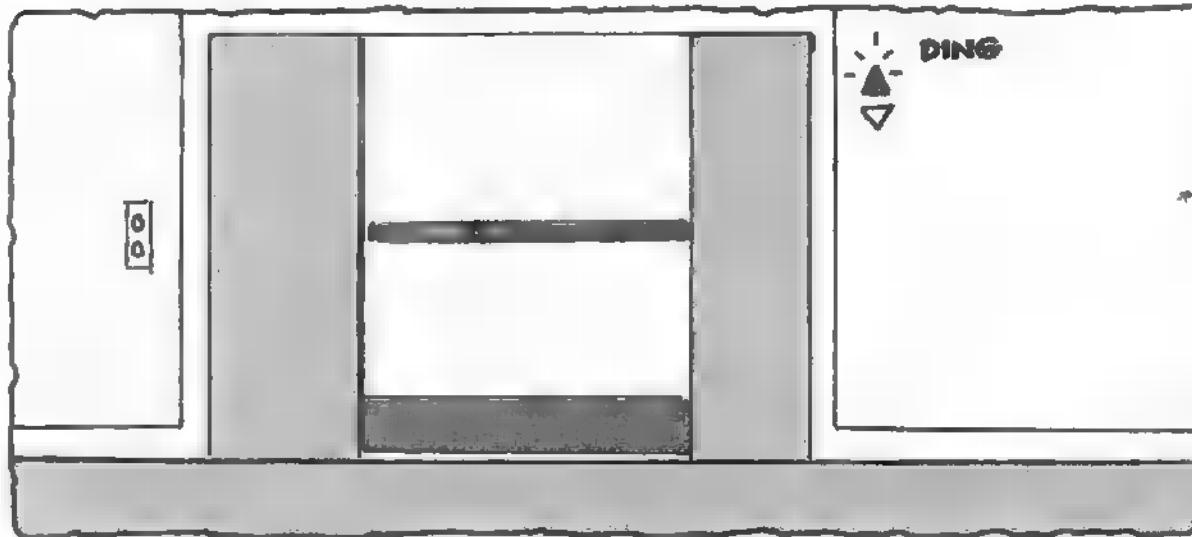
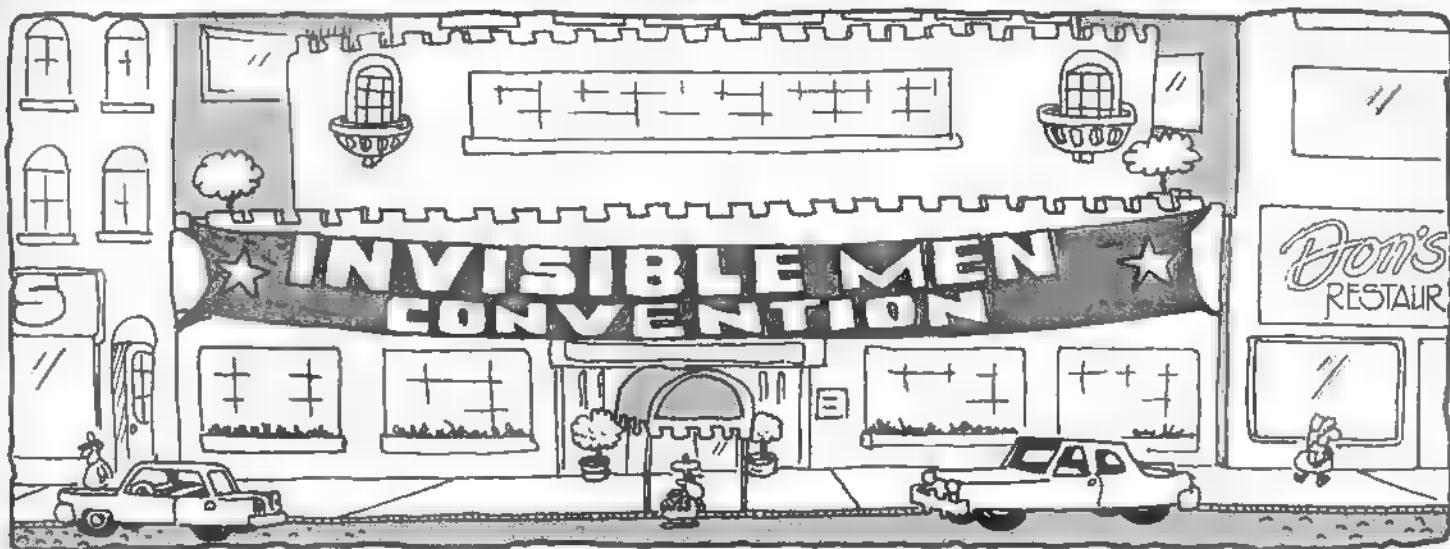
**TERMS OF AGREEMENT:** Signatory shall rise to the very top of his profession as a lauded Academy Award-winning auteur and internationally famous motion picture star. In return, he must go through life with the use of only one facial expression.

#### CLIENT: Saturday Night Live

**TERMS OF AGREEMENT:** Despite sketches that go plodding on forever and a marginal talent pool, undersigned shall enjoy a longevity usually reserved for only extraordinary television programs. In return, cast regulars must endure a never-ending barrage of reviews pointing out "It's not as funny as it was in the early days." In addition, for every successful spin-off project (see *Wayne's World*) a cast member gets involved in, there will be no less than three catastrophic failure spin-off projects (see *So I Married An Axe Murderer*, *Coneheads* and *Wayne's World 2*).

TALES FROM THE DUCK SIDE DEPT.

# THE INANE INVISIBLE INTERCOURSE



**BERG'S-EYE VIEW DEPT.**



# The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

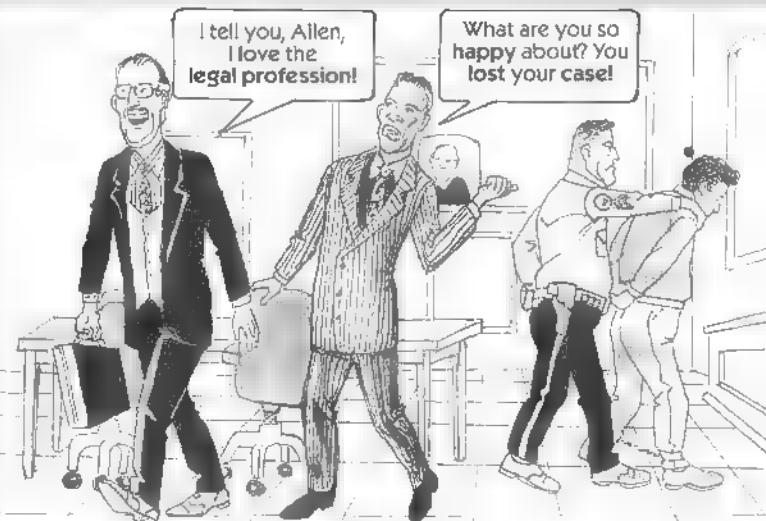
## COMMITMENT



## DATING



## LAWYERS



## PETS



## RESPONSIBILITIES



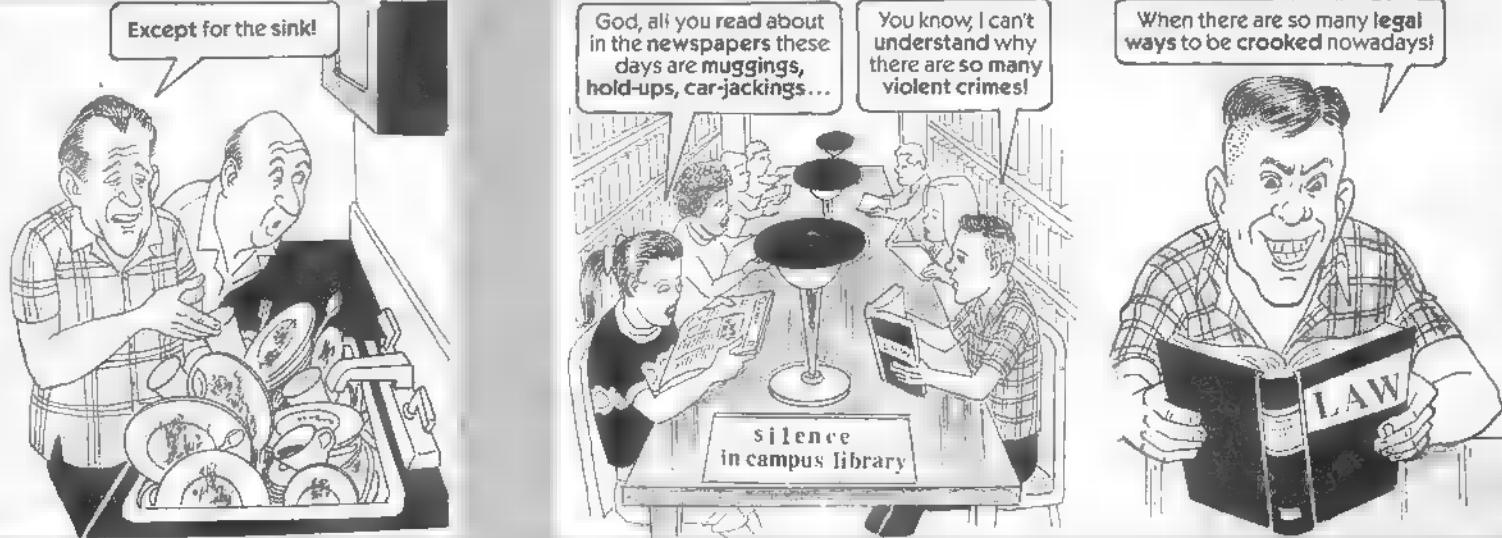
## DANGER



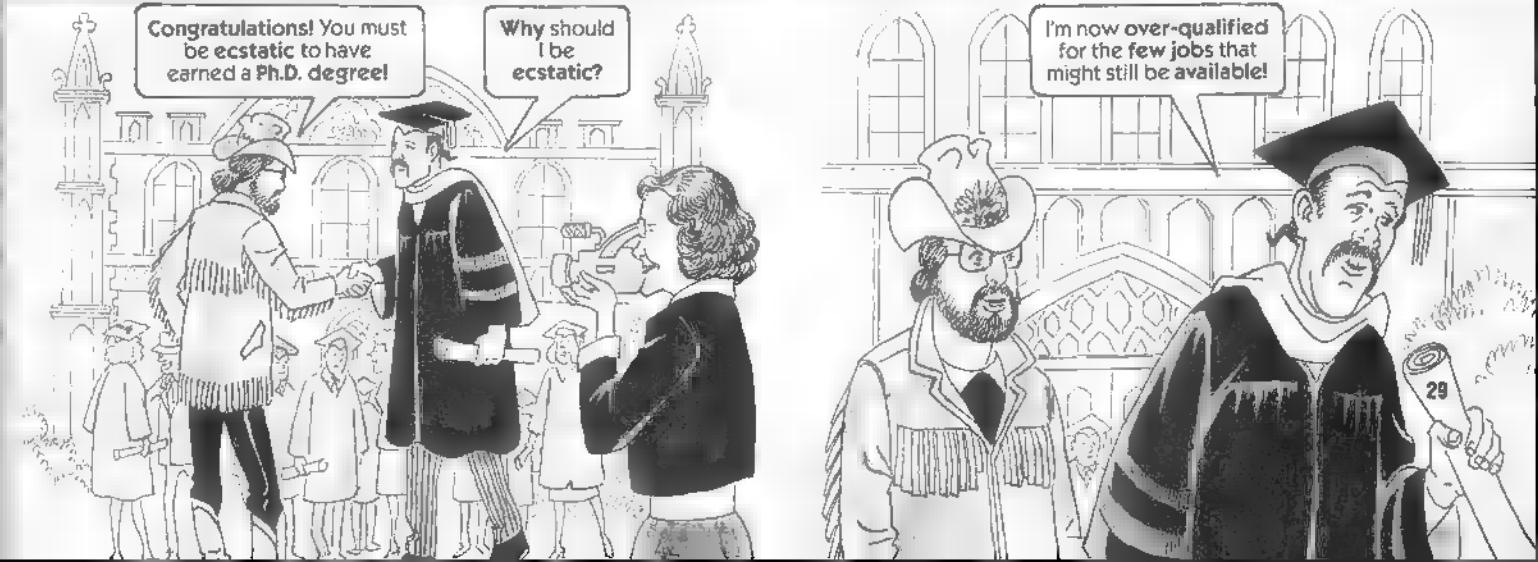
## HEREDITY



## CRIME



## EDUCATION



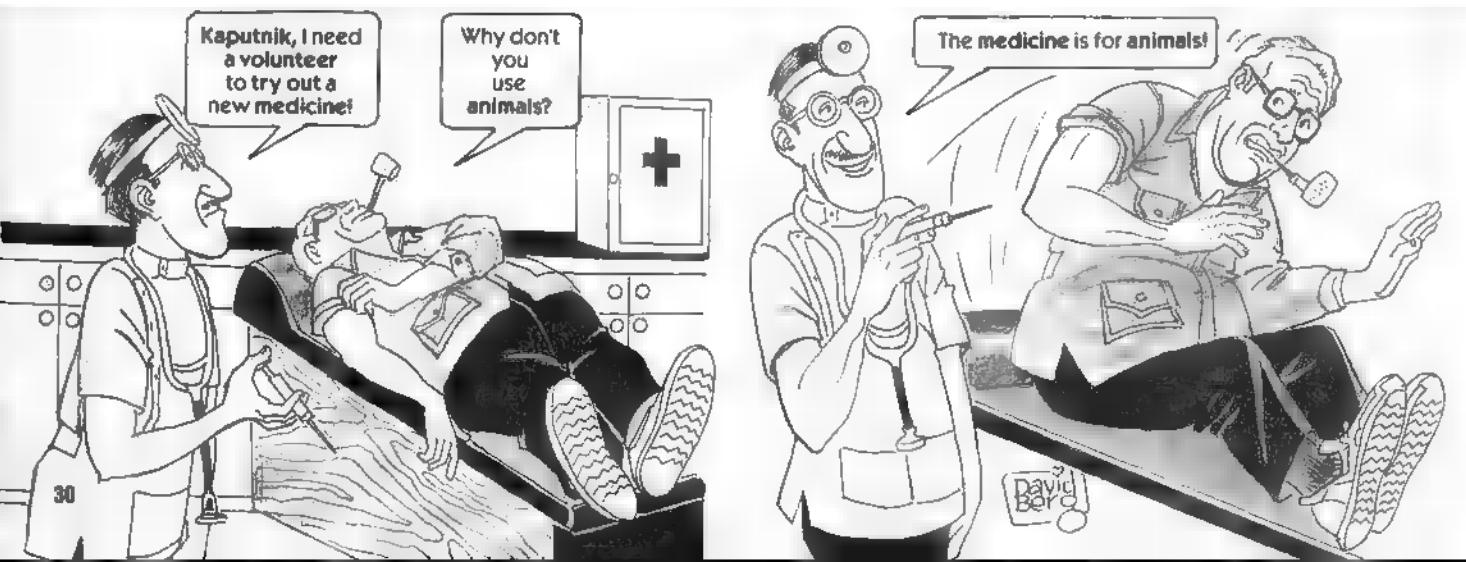
## THE OFFICE



## PROGRESS



## DOCTORS



**SHOUTRAGE DEPT.**

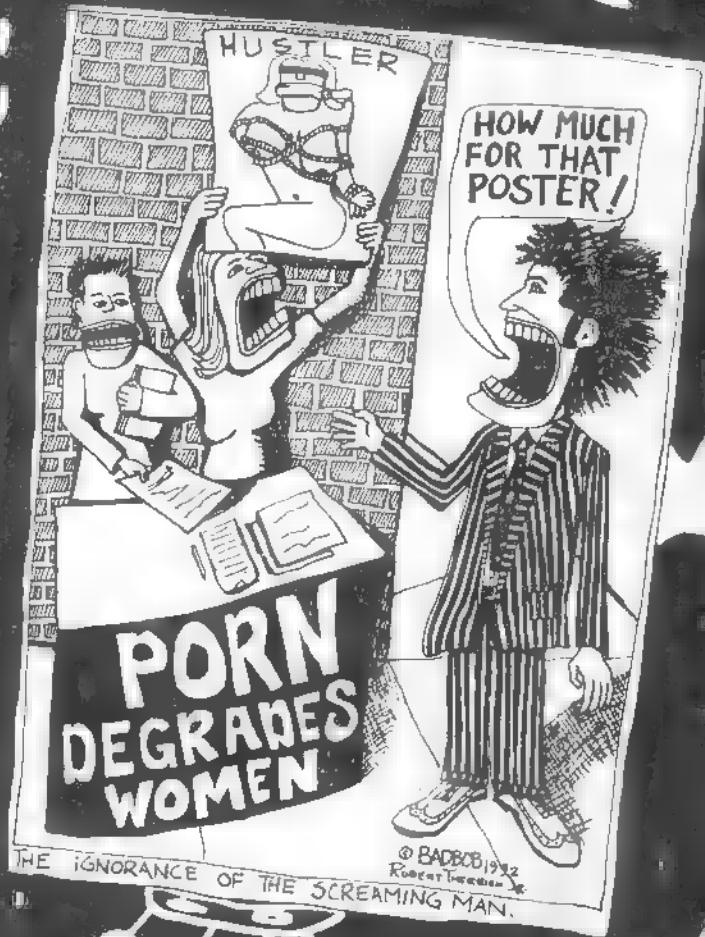


# THE ANATOMY OF THE SCREAMING MAN

© ROBERT THERRIEN JR. A.K.A. BADBOB

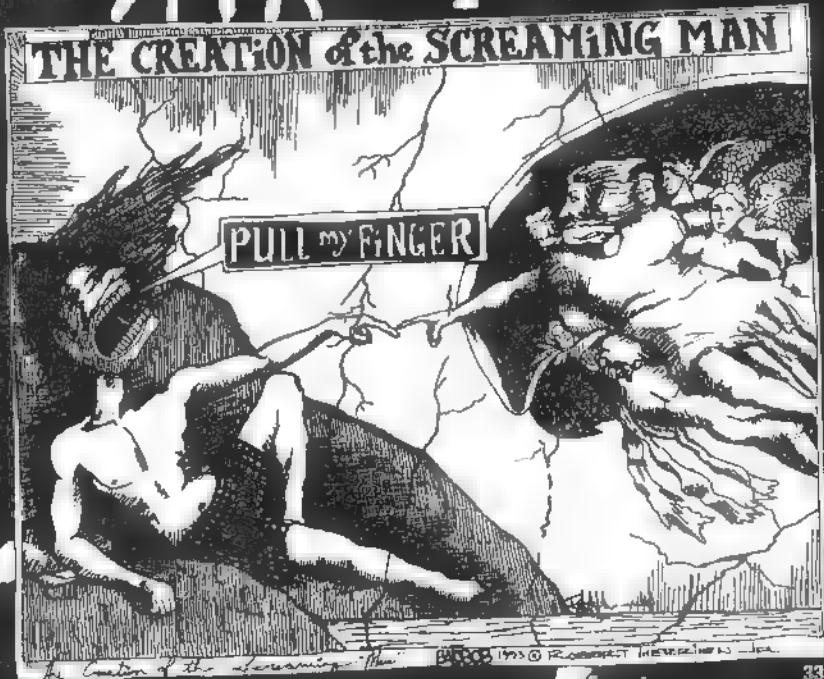
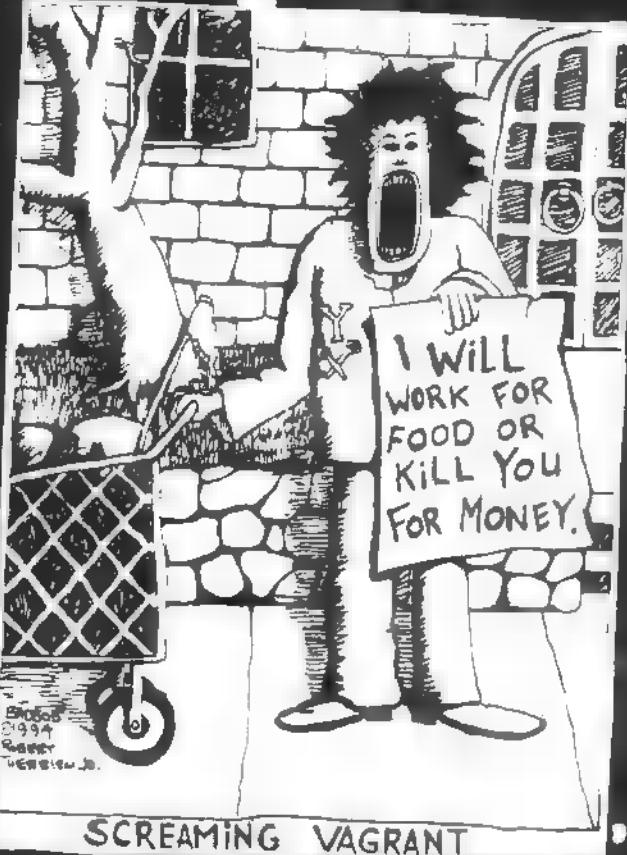
ARTIST AND WRITER: ROBERT THERRIEN

What was I saving my money for?



CODEPENDENT  
NO MORE!







**THE TROJAN COURSE DEPT.**

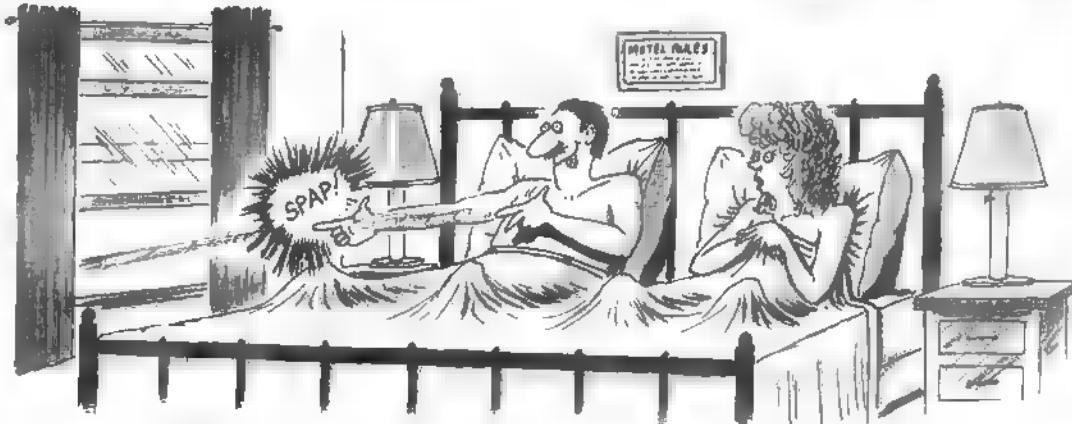
Everyone wants to promote the importance of safe sex. There is, however, an even bigger issue than just the protection against the exchange of bodily fluids: it's what not to do with those pesky protectors when they're not in proper use. So, in MAD's always politically correct style and ribbed for your maximum pleasure we proudly present...

# CONDOM ETIQUETTE

ARTIST AND WRITER: TOM CHENY



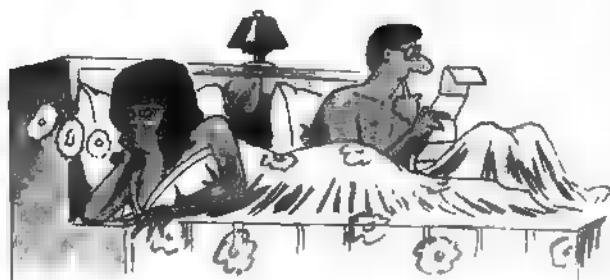
*"While condoms are available in a wide variety of styles, shapes and textures, it is considered thoughtful and mature to avoid extreme variations, especially with an inexperienced partner."*



*"Regardless of how casual a sexual encounter may be, it is tactless and crude to dispose of the condom in a manner which could only be construed as thoughtless or lazy."*



*"When it has been determined that a sexual encounter will NOT take place, it is not only immature, but rude, to employ the condom as a device for amusement."*



*"Although most condoms are packaged with a complete set of instructions, it is considered rude and improper to read them immediately prior to use."*



*"While it is appropriate to offer one's partner a choice of colors when selecting a condom, special care should be taken to insure that this option is not presented in an untimely fashion."*



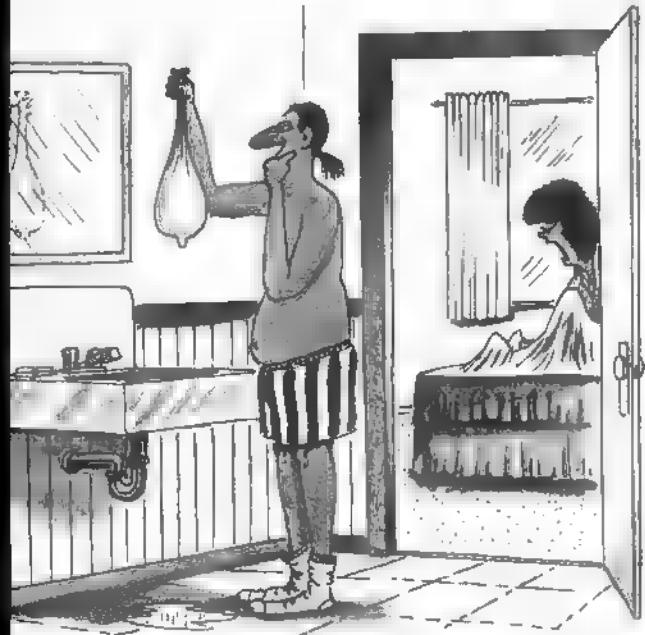
*"While it is not inappropriate for one's partner to apply the condom, it is simply a matter of courtesy to insure that sufficient lighting is provided to prevent an embarrassing mishap."*



"Special care should always be taken to insure that used condom wrappers are properly disposed of, particularly before beginning a relationship with a new partner."



"It can only be construed as a demonstration of tactlessness and vulgarity to attempt to obtain a refund for a condom which has failed to perform satisfactorily."



"Since all condoms have been electronically tested for structural integrity and safety at their factories, it is considered rude and untimely to make one's partner wait while conducting an additional field test."



"It is purely a matter of common sense to exercise great care when opening a condom wrapper with one's teeth, in order to avoid the accidental destruction of its contents."

# THE IDIOTIC INVISIBLE INTERPLAY



## SHRINK RAPPED DEPT.

Remember Cheers? Remember your least favorite character? The self centered and annoyingly egotistical psychologist whose foppish character should have been killed off when Shelley Long left! But nope, despite all those beers with Norm and Cliff, he didn't DWI off the New England thruway! He's still on, in his own show no less! And the bad news is, he's even...

# FLAKIER

ARTIST: PAUL COKER WRITER: DICK DEBARTOLO

I'm Flakier Cranium! I used to hang out with a bunch of low-life, psychotic losers at a bar in Boston, but I moved here to Seattle for a new start! Now I hang out with a NEW bunch of low-life, psychotic losers! But there's a big difference! My new low-life losers aren't nearly as colorful, interesting or funny as the old ones! I'm glad that thick pane of glass keeps them out! Or does it keep me in? Or am I being paranoid? I don't know! Maybe I'm as lousy a shrink as everyone says I am!

I'm Nails, Flakier's brother! I'm a highly neurotic, whining, wimpy kind of guy! And those are my good qualities! On the down side, I do have a very REAL fear: that my character in this sitcom is so one dimensional, I'll be forever typecast and never get a good part again!

I'm Martian, the father of these two boys! I told their mother, the way she was raising them they'd turn out to be unbearable pompous asses! I only wish she had lived to see them grow up! Then she could see just how right I was! Sometimes I have half a mind to have her body exhumed!



I'm Razz, the producer of Flakier's radio show! It's my job to screen the phone calls! There are lots of nuts out there, and I have to find them so Dr. Cranium can milk them for laughs! Don't misinterpret me, radio psychologists are here to help! Help radio stations make big bucks off other people's problems!

I'm Dr. Cranium's ex-wife. I'm not on this series, but I did get one guest appearance that sent the ratings through the roof! So the idiots at MAD put me in this opening panel hoping it would help here too! Talk about wishful thinking!

I'm Daffy, the cute, perky housekeeper with the adorable English accent and acerbic wit—everything that tells you this is a sitcom in trouble!

Make that deep trouble! In addition to the perky housekeeper, they also have a cute little dog: Mel

Dad, all you do is sit in that beat up, moth eaten, recliner! Why did you bring that threadbare thing into my home anyway? It doesn't match anything!

It matches the threadbare plots! Besides which, this apartment needed something!

It needed a beat up and ugly old chair?  
No, what it needed was a good sight gag!

He's right! Every little bit can only help!

I've done my duty to the community. I was a cop and I was shot in the line of duty!

Getting caught in the crossfire between a thug and a cashier while eating donuts is not being shot in the line of duty!

It is for a policeman!



I'm picking up some very strong psychic vibes!

I'd rather you picked up what that miserable little dog's left around here!

The vibes have suddenly stopped! But that's okay! They last long enough to be a springboard for a laugh, and then they go!

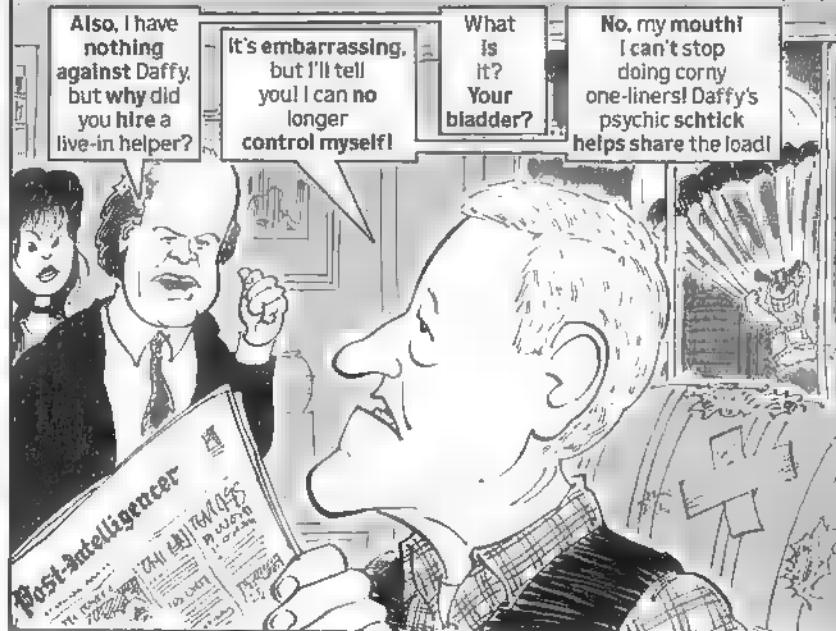
Let's hope that they'll be back! There's only so much schtick I can do!

Also, I have nothing against Daffy, but why did you hire a live-in helper?

It's embarrassing, but I'll tell you I can no longer control myself!

What is it? Your bladder?

No, my mouth! I can't stop doing corny one-liners! Daffy's psychic schtick helps share the load!



Line one. Dr. Cranium, our first caller! He's irate and sick of being on hold!

How can he be sick of being on hold. If he's our first caller?

He's on hold from last week's show!

I'll talk to him later! Put him on hold again!

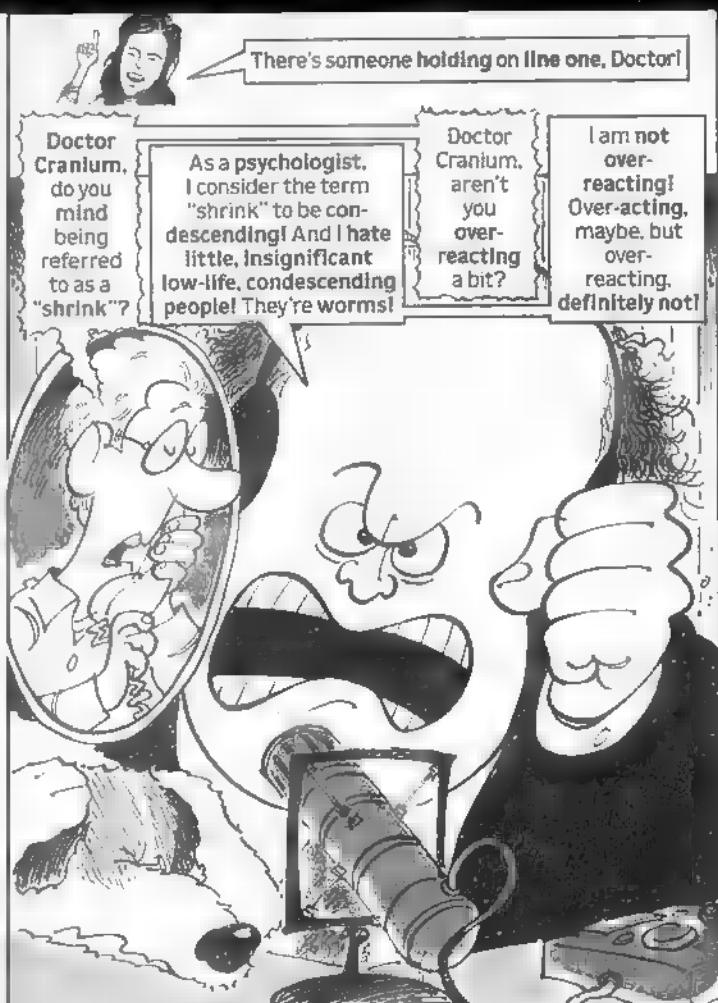
Line two! It is my agent calling!

How ironic! Your agent has a problem?

She wants to know why I never get to say more than "line 1," or "line 2"!

That's going to change! Call the phone company and order some new lines!









Dr. Cranium, this is Tom Hanks! I made a successful movie called *Sleepless In Seattle* where my son called a radio psychologist in Seattle just like you! So I'm calling you now on my own to get your professional opinion on the possibilities of a sequel to it.

I think the moment has passed on a *Sleepless* sequel! If you want my advice, I'd hop right now on a "Philadelphia" sequel immediately! I hear that it was an important movie and you played a great character!



Doctor Cranium, I'm so lonely! I spend weeks and months just sitting at home alone! Do you have any advice?

The question here is, why are you lonely? I suggest you spend some time at home alone and think about ■

Geez! I know your advice is free, but it's still a rip-off!

Do you think me talking to people while I'm sitting on the toilet bowl is gross?

Gross doesn't begin to describe such anal oriented behavior! It's vulgar, odorous and tasteless! And I know who you are—Howard!

Did I mention I made three million dollars doing exactly that on my New Year's Eve Special!

Three million dollars? Thanks for the call, Mr. Stern! He seems like a decent guy, doesn't he? Hmm, three million dollars... Razz, have them install a line in the men's room!

If you'd like to talk to a lesbian, sado-masochist, or if you want to talk to me direct, dial 1-900-S2-FLAKIER! Remember all calls are \$4.95 a minute! And tonight's theme: Professional Ethics, Or Big Bucks—has been Postponed Indefinitely!

Dr. Cranium, do you feel your work stands on its own, or do you owe others for your success?

With rare exception, a person's body of work is greatly influenced by others! So, to be honest, my success is only about 99% my own doing, give or take 1%!

Glad to hear it, because I'm a Programming Exec at NBC, and we're moving another show into the slot following the mega-hit, Seinfeld! Your new lead-in will be DATELINE NBC!

NO! You can't do that! Being moved from my familiar surroundings would cut deep into my psyche! And deeper into my bank account! You mustn't forget what Freud said: "I have a huge mortgage on my house, and society won't get well until I pay it off!" So PLEASE—leave my show where it is!

Heh! Heh! Welcome, FIENDS! Sorry to interrupt your regularly scheduled SATIRE-FEST, but your appalling pal back again, and I've dug up a few new NAUSEATING NARRATIVES from the NETHERWORLD for you MODERN MISERY-MEISTERS! So pull up a SLAB and get ready for these SPINE-TINGLING, NERVE-WRANGLING PAGE-FILLING...

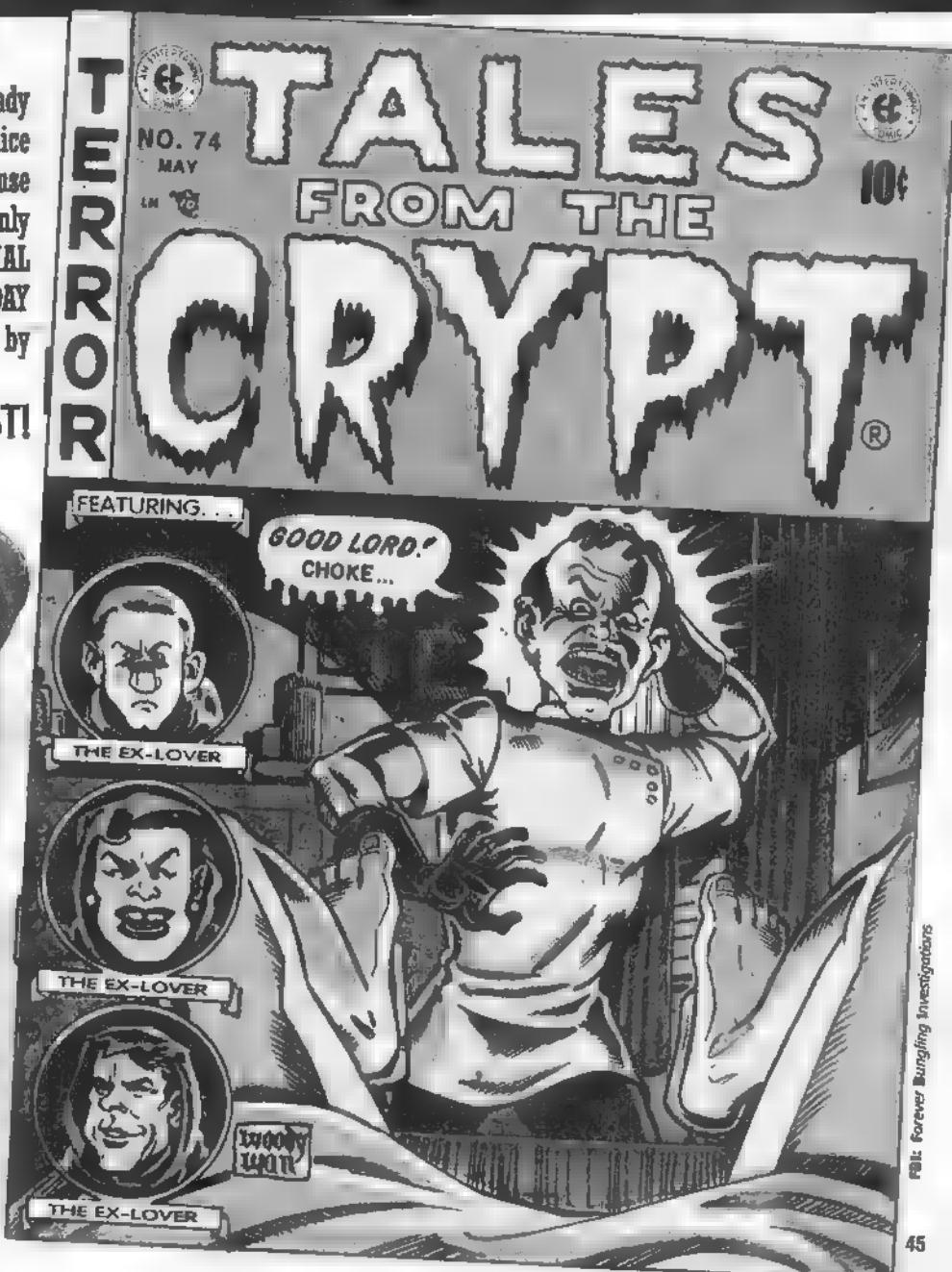
# MODERN UPDATED

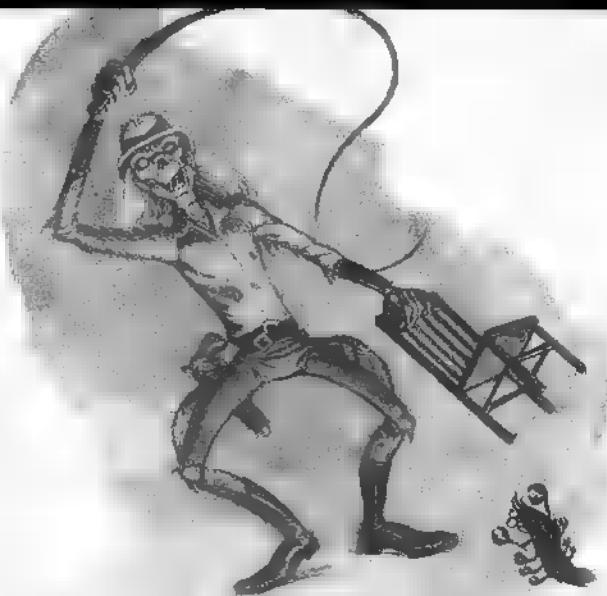
## TALES FROM THE CRYPT

ARTIST: GREG THEAKSTON WRITER: RUSS COOPER

Hoo! HOY! Howdy, VULGAR VAULT-VOUERS! Ready for a little HORROR HANKY PANKY, a sensual slice o' FEAR-O-TICA? (PANT!) Papa don't SCREECH, 'cause it's time for a little Truth or SCARE! But there's only one BOY TOY who wishes a certain MATERIAL GHOUl was still LIKE A VIRGIN! It's ■ HOLIDAY when time comes for him ■ EXPRESS HIMSELF by YOWLING in DOOMED DESPERATION...

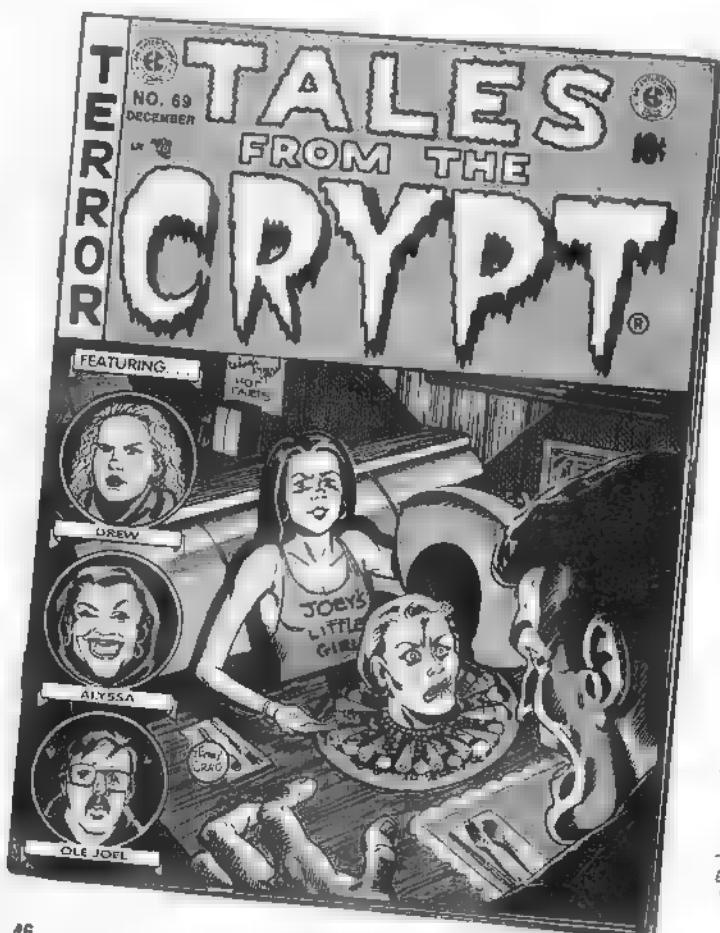
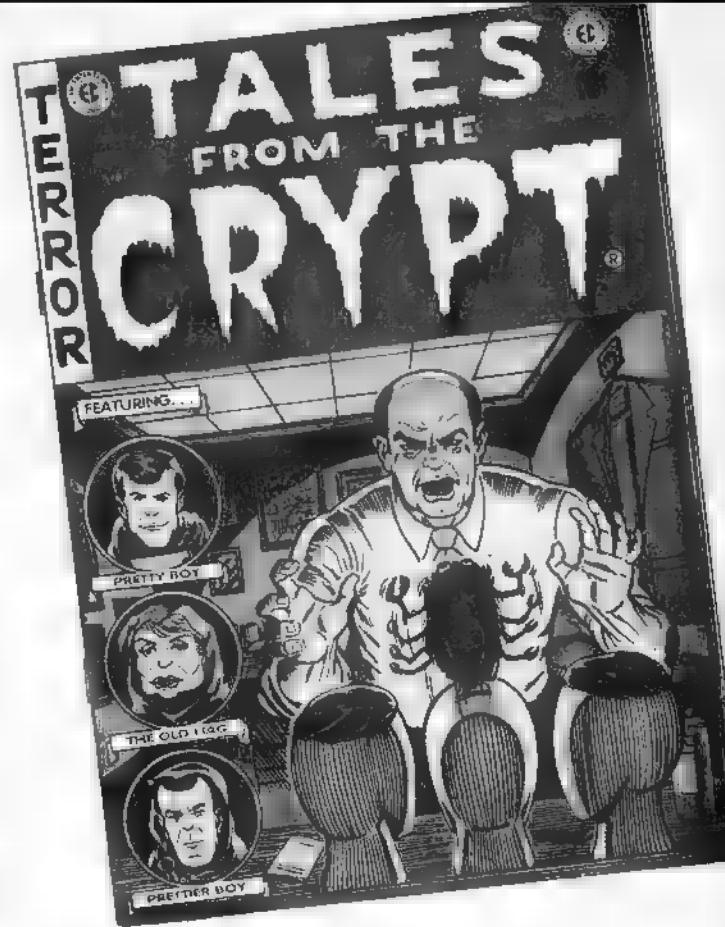
I AM MADONNA'S GYNECOLOGIST!





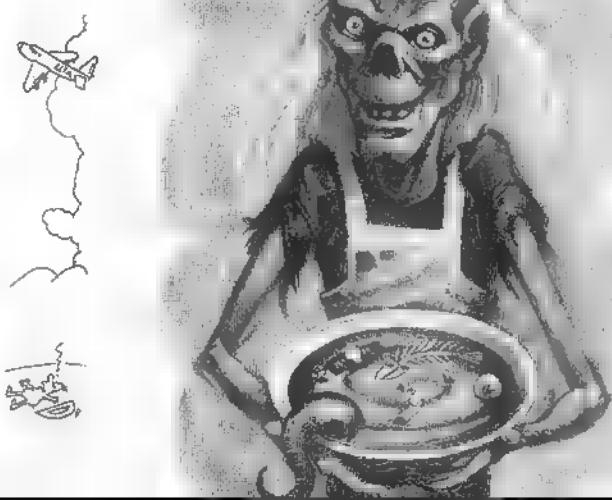
■ time for a SPOOKY intro, dear FEAR-ENGIS! We've got a DEADLINE to meet! A Special GHOUL-LETIN, this just GRIM! FEAR now, our TOP GORY...INFIRMED SOURCES tell us that the latest issue of NEWS-REEK predicts a surprising REVELATION that's supported by TED KOP-HELL on the next DEAD-ition of PRIMETIME DEAD! It's a huge price TOUPEE, but somebody has to finally expose the HORRIFYING HAIR-VARMISHING SECRET of...

## THE THING ON SAM DONALDSON'S HEAD!



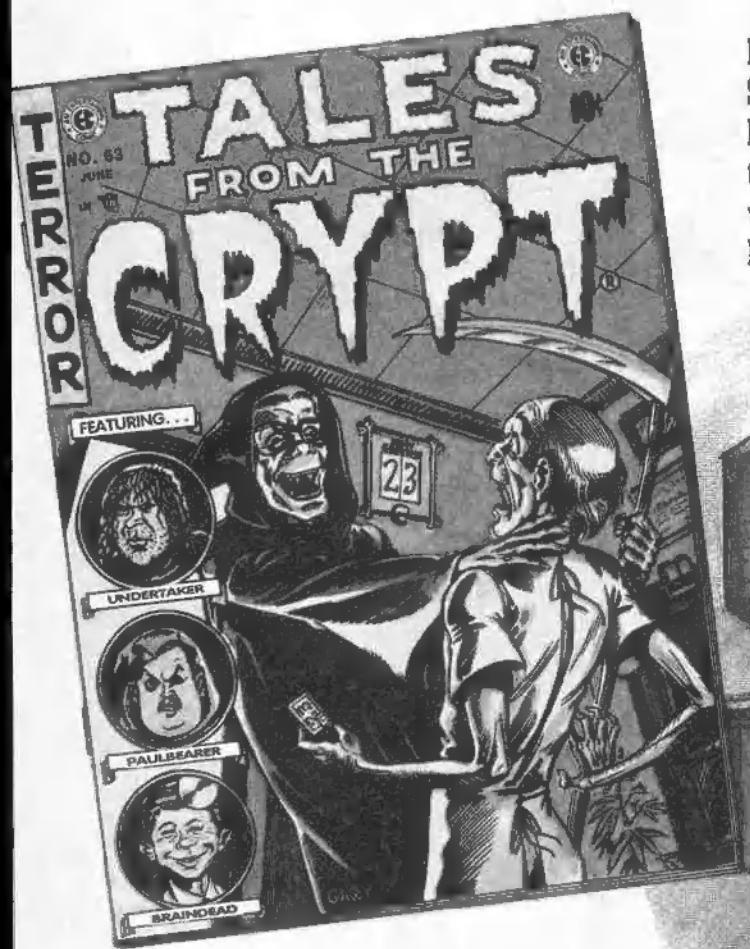
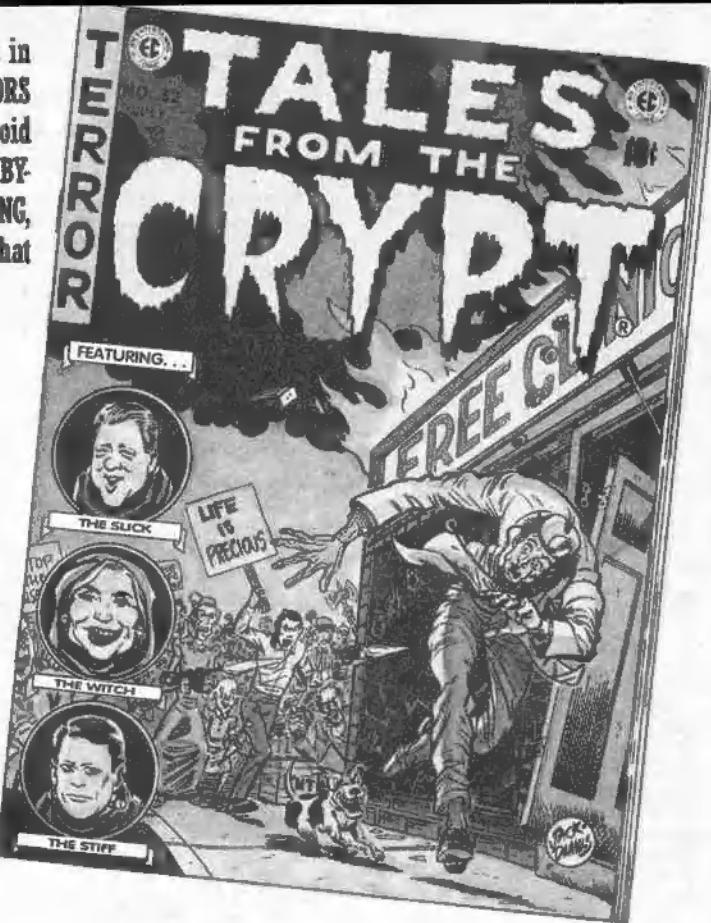
Heh! Heh! BONE appetit, FIENDS! It's your DEAD WAITER, the CRYPT-KEEPER, and I've got quite a TASTY tale COOKED up for all you a-FISHER-ionados! This story takes place at a small LONG ISLAND diner, the SORDID setting for an UNGODLY number of MEDIOCRE Made-for-TV movies! A SPINE-TINGLING, FINGER-LICKING evening with a DEADLY DISH, and BEREAVE ME, a date like this you need like a HOLE in the HEAD! (Burp!) So settle down for this latest SERVING from the on-going BUTTAFOOCO BUFFET that we call...

## MY DINNER WITH AMY!



Some folks believe in the **RIGHT** to **CHOOSE**... personally, I believe in the **FRIGHT-TO-LIFE!** This, **OF CORPSE**, puts **ABORTIONIZING DOCTORS** in a pretty **INCONCEIVABLE** position, especially when trying to avoid those **DOOM-SAYINGLY** determined **FANATIC** protesters! Those **BABY-LOVIN'** folks **PLAY** for keeps—no **KID-ding!** It's a **LIFE-THREATENING**, **DOCTOR-STALKING**, **WIRE-HANGING** tale of **INFANTILE** behavior that will have every **M.D.** hitting the streets **HOWLING** the words...

**FETUS, DON'T FAIL ME NOW!**

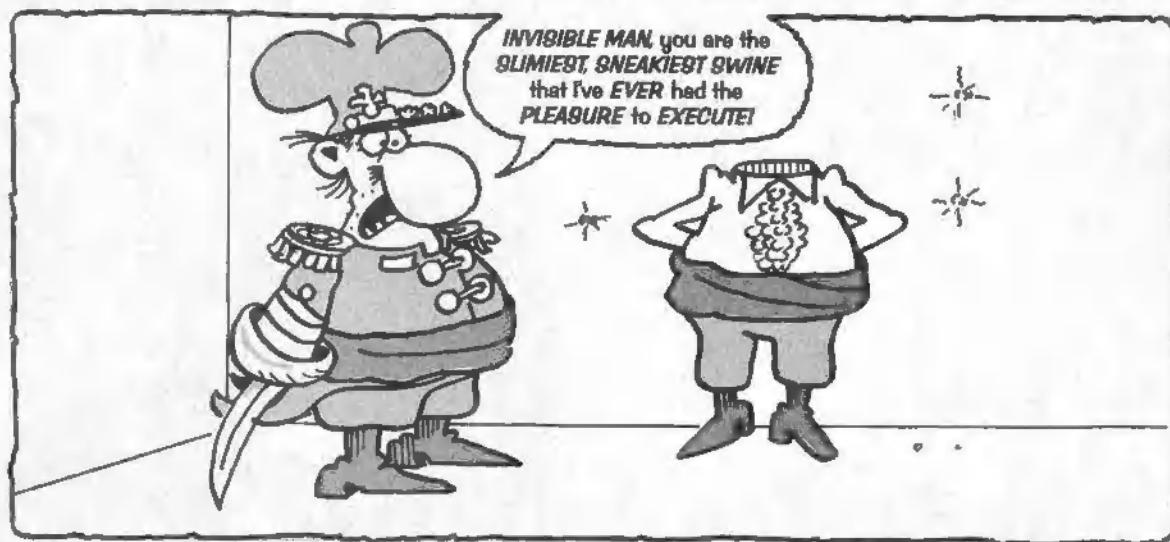


HEH! HOO! HAH! Still here, **FEAR-MONGERS**? Oh, you're all **COLD** and **SHIVERY-LOOKING**! Better stop all that **SNEEZIN'** and **COFFIN**, because, brother, the **DOCTOR** is **GRIM**! This is one **FICKLE PHYSICIAN** who will take more than your **TEMPERATURE** when you're feeling under the weather—**SIX FEET UNDER**, that is! So take two pills and call me in the **MOURNING**, as I prescribe the following **DEADLY DOSE**...

**DR. KEVORKIAN'S FINAL CHECK-UP!**



# THE INFAMOUS INVISIBLE INCIDENT



# WHAT HAS BEEN MICHAEL JACKSON'S MOST PRIZED ACQUISITION?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Michael Jackson's millions have given him the opportunity to acquire many precious things. But there is one thing he definitely values above all the rest. To find out what this golden thing is simply fold page in as shown.



FOLD PAGE OVER LIKE THIS:

A ►

FOLD THIS SECTION OVER LEFT

◀ B

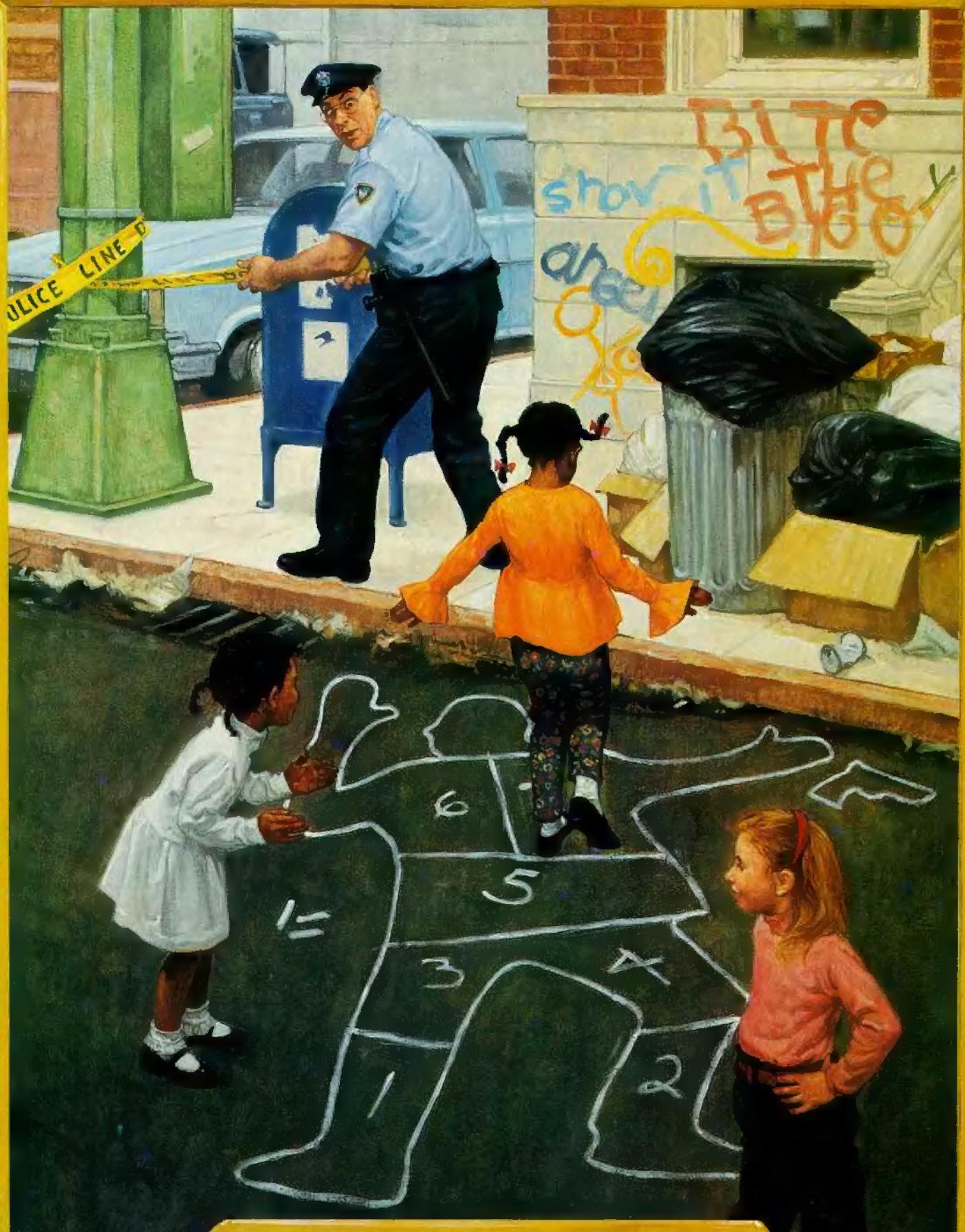
FOLD BACK SO "A" MEETS "B"



A VISITOR TO MICHAEL JACKSON'S NEVERLAND IS  
BOUND TO BE IMPRESSED. THOUGH NOT EVERYBODY'S  
IDEA OF FUN, MANY UNUSUAL ITEMS, FROM  
SILLY TO WONDERFUL, ARE FOUND INSIDE ITS FENCE

A ►

◀ B



If Norman Rockwell Depicted the 90's

"HOPSCOTCH"